

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXX.

NEW YORK, MARCH 16, 1910.

No. 11.



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It's a good idea to trademark your leading specialty when you're small. It's easier then and the advertising builds up your business more rapidly.

We know one very large silk mill which for years has had only one large customer—a selling agent in New York.

The selling agent has established a trademark on these silks. IT IS NOW UP TO THE SILK MILL TO PUT IN A SELLING FORCE AND ADVERTISE ITS OWN TRADEMARK.

We are accustomed to such a job, as we have repeatedly proven, but how much EASIER IT WOULD HAVE BEEN TO HAVE THE TRADEMARK GROW UP WITH THE MILL!

If you have a factory and selling conditions are unsatisfactory, let us hear from you.

New York

Philadelphia

Boston

There is Only One Way to Reach *All* of the Buying Population of Brooklyn

Talk daily through the greatest *local* medium at your command—the car-card and poster space of the BROOKLYN RAPID TRANSIT SYSTEM.

Each day, **1,500,000** people travel on this great steel highway—all, the very people you wish most to reach—busy, money-earning buyers.

This is the *only local medium* which reaches *all* of the buying population of Brooklyn. The combined circulation of Brooklyn-printed newspapers is small—the borough's population huge. When you use the New York dailies, to reach this fertile field, you pay for an enormous circulation and benefit by only a small fraction of it. The bill-boards are numerous, but too widely scattered over poor sections to be effective beyond a limited degree.

If you are a general advertiser and desire to "*cover Brooklyn thoroughly*", WITHOUT WASTE, here is the *one* medium for just that purpose. If you are a Brooklyn merchant and wish to *teach Brooklynites to buy in Brooklyn*, don't waste your energy in mediums whose circulations are elsewhere—place your message on the car-cards and posters which meet the eyes of those **1,500,000** daily passengers on Brooklyn's RAPID TRANSIT—the greatest single system of city transportation in the world.

Hadn't we better call and give you full particulars? Write us, or 'phone—TO-DAY.

Ward & Gow

1 Union Square

New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXX.

NEW YORK, MARCH 16, 1910.

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THE MOVEMENT TOWARD CLEANER, BETTER AND BIGGER NEWSPAPER ADVERTISING.

"PRINTERS' INK'S" INVESTIGATIVE DATA FROM 250 PROMINENT NEWSPAPERS—GROWING APPRECIATION OF PAYING POLICY OF EXCLUSION—HOW NEWSPAPERS ARE DRAWING THE LINE—CRUSADES AGAINST EXAGGERATION—BIG NATIONAL ADVERTISERS AVERSE TO KEEPING COMPANY WITH QUESTIONABLE ADVERTISING—THE PUBLISHER'S DIFFICULT POSITION.

There is a far-sighted and well-defined movement in the daily newspaper field toward standards of advertising cleanliness, with the view of giving big national advertisers more reasons for using newspaper space.

PRINTERS' INK, in the past month or more, has taken the initiative in presenting the matter, and in gathering data from newspapers and advertisers throughout the country. It finds advertisers practically unanimous in desiring the movement to spread, predicting and even promising more newspaper advertising as the movement progresses in creating greater public confidence in advertising.

The words of Leonard McChesney, advertising manager of the National Phonograph Company (which has decided recently to concentrate practically all its advertising in newspapers and is using nearly 500 of them) are expressive of the sentiments of at least a round dozen of advertising managers of important advertisers whose combined total advertising expenditure reaches the figures of \$4,500,000 a year. They are not theorizing, they know.

"The advertiser," says Mr. McChesney, "spends his money to create confidence and make sales from the readers of a publication. He is buying nothing else but the reader's readiness and willingness to take the advertising argument on its merits, and grant it an audience as a messenger from a respectable business concern. If all sorts of advertisers,—honest, dishonest, quack and flagrantly fraudulent,—are allowed the same introduction to the reader, it quickly results in a strong handicap to the honorable advertiser. Finding quacks and crooks in the crowd of advertisers, the reader suspects the entire group.

"The farm papers have experienced the same sort of feeling. The farmer, whose acquaintance with advertising is probably more recent than any other class, quickly and with characteristic decisiveness refuses to do business with advertisers except those appearing in the farm papers he trusts almost as he trusts his Bible. If one ad is dishonest he can't tell which is good.

"Then, the trend of all things is in this direction of more cleanliness and elevation of standards, for pure business reasons, and advertising columns must necessarily come into line everywhere, or suffer. I want Edison Phonograph advertising to appear in good company, and so probably does every other decent advertiser."

As Truman A. De Weese said last week at the Sphinx Club banquet, New York, in an address rather critical of newspaper advertising, "I don't do more newspaper advertising because I don't want Shredded Wheat advertising to compete with Lydia Pinkham, et cetera, for the attention of readers." And as a Wall street

bond man said to PRINTERS' INK not long ago, "think of the great volume of sales that would be possible if only 50 per cent of the reading public could be made to have confidence enough to truly believe what a reputable and honorable house would say in its advertising."

PRINTERS' INK, which has for some time occasionally printed articles bringing out this viewpoint, recently started an investigation among 250 prominent newspapers to determine the policies being formulated and carried out along these lines. The following letter was sent to 250 publishers:

Dear Sir:—It has been asserted that a large volume of high-grade advertising can be secured for the daily papers, if there is a concerted movement to eliminate all deceptive and otherwise objectionable advertising. You know that the great boom in magazine advertising followed the stringent action of the magazines in refusing all advertising that bordered on the questionable.

If newspaper publishers are now drawing the lines more tightly, PRINTERS' INK is in position to render the newspapers very important service by laying the facts before the advertising community. Therefore, we are asking 250 of the leading dailies the following questions as a basis for a series of articles in PRINTERS' INK:

1. What precautions do you take to prevent the appearance of fraudulent or improper advertising?

2. Where do you draw the line?

3. Do you refuse advertising of bucket shops, loan sharps, tipsters on stocks, horse races, etc.?

4. Do you refuse advertisements of cures for private diseases?

5. What classes of patent medicine business do you refuse?

6. Do you refuse advertisements of guessing contests?

7. Do you refuse advertisements offering certificates to apply on the purchase of goods when these certificates are offered as prizes for performing some trivial service, and yet are represented as having intrinsic value?

8. What supervision do you exercise over your want columns to prevent the appearance of fake ads?

9. Do you concern yourself with the statements made in advertisements as to whether they misrepresent the goods or otherwise constitute unfair competition.

PRINTERS' INK's aim is to work for the best interests of advertising in general and of good newspapers in particular. We desire to give expression to the very best thought on this vital question. We hope to have your hearty co-operation.

Many of the publishers in their answers expressed the deepest interest and heartiest co-operation in

PRINTERS' INK's proposed series of articles on the detriment to publisher and advertiser alike of "objectionable" and misleading advertising.

The temper and tendency of representative newspapers was shown by the answer to the first question, as to precautions taken against objectionable advertising. A few typical quotations will suffice:

New York Times—"All doubtful advertising copy receives the censorship of a member of the staff of the New York Times who was formerly a practicing attorney, and all medical advertising copy receives the additional supervision of a member of the Academy of Medicine."

St. Louis Globe-Democrat—"We scrutinize all advertising copy, and where the information is not immediately available require the advertiser to furnish us with references and detailed information regarding his proposition."

New Orleans Item—"On several occasions I have had friends who stand high in medicine go over the paper and analyze our patent medicine business."

Louisville Courier-Journal—"We investigate all that have an appearance of fraudulence, and if not satisfied, turn them down."

Kansas City Star—"All copy is carefully read in the business office, and any questionable copy is referred to some one in authority."

Cincinnati Post—"We have a copy censor who finally passes on all advertisements where there is even a small doubt."

Meriden Morning Record—"For the past twelve years it has been our policy to reject all medical advertising that was of an objectionable nature, either in text, illustration or implication."

WHERE SHALL LINE BE DRAWN?

The thing that is vexing many conscientious publishers is, where to draw the line? Some are willing to go as far as eliminating private disease advertising, but they do not quite see where they will come out if they drop other classes of "objectionable" advertising.

It is interesting to advertisers and will be inspiring to publishers to note just how prominent newspapers draw the line. First, PRINTERS' INK groups below the names of some newspapers which absolutely refuse private disease advertising:

Kansas City Star, Philadelphia Press, New Orleans Item, St. Louis Star, Cincinnati Freie Presse, Rochester Post-Express, Montgomery Journal, Grand Rapids Press, St. Louis Globe-Democrat, New York Times, Louisville Courier-Journal, Buffalo Evening News, Omaha

See, Harrisburg Patriot, Wilkes-Barre Times-Leader, New Haven Morning Journal and Courier, New Bedford Standard, St. Louis Post-Dispatch, Lewiston (Me.) Journal, Utica Press, Fall River Evening News, New York Evening Mail, Philadelphia Public Ledger, Meriden Morning Record, Baltimore Sun, Springfield (Mass.) Union, Minneapolis Journal, Detroit Times, Minneapolis Tribune, Lowell (Mass.) Courier-Citizen, Galveston News, Fall River Herald, Brooklyn Daily Eagle, New York World, Philadelphia North American.

This list, of course, does not pretend to be complete—it represents the affirmative and unequivocal replies received on this question from among the 250 newspapers addressed. PRINTERS' INK will be glad to add other publications to this list. Ten of the newspapers replying accepted private disease and local specialists' advertising, but edited the copy.

DIVERGING OPINIONS.

With regard to the classes of patent medicines refused there are, of course, rather divergent opinions. The *Brooklyn Eagle*, for instance, accepts Lydia Pinkham advertising, but with the understanding that it may edit copy. It refuses Swift Medical Company advertising. The *Des Moines Register and Leader* edits all medical copy. The *Philadelphia Public Ledger* does not accept advertising of "guaranteed cures," or which would not be accepted by the standard profession as worthy to be offered to readers. The publisher of the *Lewiston (Maine) Journal* has a unique test for patent medicine ads—he will not accept the kind *whose medicine he would not take himself*. This is probably the last word in censorship.

The *Buffalo Evening News* says, "We accept copy of patent medicine advertisers when satisfied that they are putting goods on the market that are reliable. We are drawing the lines closer and closer on patent medicines every day."

The *Cincinnati Post* says, "We refuse a very large volume of general patent medicine advertising. We do not allow any general or mail-order advertising that offers a cure for consumption, blindness, heart disease, private diseases, blood poison, bust developer, etc. We do not accept so-called 'prescription' advertisements without the 'Adv.' mark."

The *Rochester Post-Express* says, "We

refuse the advertising of medicines which in our judgment and good sense tell us make claims which are absurd or cannot be fulfilled."

The *Chattanooga News* refuses medical advertising whose medicinal properties seem doubtful, and considers carefully the standing of the agency offering the business. The *Kansas City Star* accepts no medical advertising which goes into detail regarding diseases.

There are, however, a considerable number of newspapers which accept the medical advertising of the long-established medical advertisers, like *Castoria*, *Carter's Little Liver Pills*, *Dr. Miles' Remedies*, *Humphrey's Specifics*, *Cuticura*, and cough and cold remedies. They regard these concerns as fixtures in advertising, with whom the public has long been acquainted and who "so far as we know, are all right," as W. C. Freeman, of the *New York Mail*, says.

Closely allied with objectionable medical advertising are the liquor advertisers, whether in medicinal or beverage form. A considerable group of newspapers does not accept whisky advertising in any form, while another group discriminates against whisky, but accepts beer advertising. The *New York Journal* is a prominent example of this class.

THE SMALL FRY OF FRAUDS.

The very objectionable class of advertising is included in the group of bucket shops, loan sharks, stock tipsters, horse-race gamblers, etc. These are most prevalent in the larger cities. J. M. Thompson, on taking hold of the *New Orleans Item*, inaugurated a strong fight against race tip advertising, and drove horse racing from Louisiana. In many states there are now laws against gambling on horse races, and against loan sharks, tipsters, etc., and such advertising is not offered to publishers. There is still, however, a large mass of stock and loan broker advertising carried. One of the strongest forces operative against stock advertising is that the concerns are just as apt to "sting" the publisher as the public. The close examination of credit, both independently

and through the A. N. P. A., has eliminated many "fly-by-night" financial advertisers. Practically all the newspapers listed above as refusing private disease advertising also refuse "loan shark" advertising.

As to guessing contests, it must, of course, be remembered that guessing contests, which are in effect lotteries, are illegal, and newspapers containing such advertising are unavailable. Nevertheless, many guessing contests, especially those inaugurated by many cheap piano dealers, though verging very closely to the lottery line, are accepted. Some papers, like the *Des Moines Register and Leader* and the *Meriden Morning Record*, take contest advertising only for separate editions of the paper which do not conflict with postal requirements.

PAPERS REFUSING CONTEST ADS.

Among those papers which entirely refuse contest advertising are *New York Times*, *Louisville Courier-Journal*, *Utica Press*, *Springfield (Mass.) Union*, *Des Moines Register and Leader*, *El Paso Herald*, *Minneapolis Journal*, *Denver Post*, *Detroit Times*, *Minneapolis Tribune*, *Galveston News*, *Rochester Post-Express*, *St. Louis Star*, *Chattanooga News*, *Kansas City Star*, *Baltimore Sun*.

Ads offering certificates applying on purchases as "rewards" for trivial services, are refused by a number of newspapers, like the *Kansas City Star*, *Minneapolis Tribune*, *Minneapolis Journal*, *Springfield Union*, *Fall River Evening News*, *Utica Press*, *Lewiston Journal*, *Buffalo News*, *Cincinnati Post*, *New York Times*, *St. Louis Globe-Democrat*. The *Fall River News* even refuses trading stamp advertising.

The letters received also indicate that an encouraging proportion of responsible newspaper publishers scrutinize not only their want advertising but also all display advertising for statements misrepresentative of goods offered for sale. This tendency evidenced itself first in financial advertising and has been spread-

ing to all classes of advertising. Unfair competition and attacks on competitors are also usually discountenanced for good business reasons.

AGAINST EXAGGERATED STATEMENTS.

The *Kansas City Star* refused an ad not long ago in which "\$45 Suits" were offered for \$10. The *Los Angeles Examiner* refuses fake sale advertising. Proofreaders on the *Cincinnati Post* are asked to hold up anything that appears grossly exaggerated and out of keeping with the policy, which may have slipped through. The *Omaha Bee* refused recently "Manufacturer's Outlet Sale" advertising, which was a plan to dump worthless merchandise on the public. The *Charleston (S. C.) Post* has made a campaign against misrepresentation among local advertisers with very favorable results.

The battle against fraudulent and misleading classified ads is going on in many cities, and a rapidly growing list of newspapers is eliminating fortune-tellers, palmists, matrimonial offers, offers of large salaries, "bath" and massage parlors, rosy promises with request for stamps in reply, "home work" propositions, etc.

The difficulties of the publisher's position are well put by Hugh A. O'Donnell, business manager of the *Philadelphia Press*, who says:

"It is extremely difficult to draw the line between what is and is not 'available.' A newspaper cannot afford to examine the conscience of merchants, though when the newspaper knows that a merchant or his merchandise or copy is fake in any way, it has no honorable alternative except to decline his business. The real object of refusing questionable advertising by a newspaper with a genuine policy is not the expectation of increasing its legitimate advertising but to promote circulation by gaining the confidence of the subscribers. Reduced to analysis, it simply strengthens faith in the paper's character and quality.

"I believe illegitimate advertising of any kind of merchandise should be refused by newspapers, though my experience has proven that the newspaper with character enough to do so frequently gains little thereby, since many legitimate advertisers are not sufficiently appreciative to give such a newspaper more copy because of its attitude in the matter."

But as the *Denver Post* says, "We are not yet through cleaning up, even though just how far we may go is not determined." More understanding, and more decisive action on the subject is bound to come, both from publisher and advertiser.

PUBLISHERS ACTING.

Throughout the country, among newspaper publishers of intelligence and foresight, these things are beginning to be carefully considered and acted upon. Already a fine representative body of newspapers firmly refuse to accept a wide class of "objectionable" advertising, and are patiently and at much expense probing advertising offered them, to avoid misleading their readers. With the falling off of the higher class advertising the publisher is face to face with the fact, whether he acknowledges it or not, that *his wide-open policy has not been a paying one*, in the light of what profit he might make.

The *New York World* has recently frankly acknowledged that it believes it will pay far more to "clean up" its advertising, and has at once thrown out \$30,000 a year in business.

The man in the street is a better man, a bigger man and a more receptive man than the average advertising man credits him with being. This was the view expressed by James H. Collins in an address on "Human Nature in Advertising" to the Adcraft Club in Detroit recently. At the same meeting Alfred J. Leitch, of Cleveland, speaking about "Putting the Business Organization in Tune," said: "There is energy in money, machinery, merchandise and men, but in the first three commodities it is limited and fixed, while in men it is almost infinite. As a manager of men your success depends on the amount of their energy you may develop and direct."

John Lee Mahin, president of the Mahin Advertising Company, Chicago, will deliver a course of twelve lectures before the commercial school of Northwestern University. The outline of the course covers the field very completely.

W. P. Colton, formerly advertising manager of the Lackawanna Railroad, and sales manager of the American Bank Note Company, has established the W. P. Colton Advertising Agency, St. Paul Building, New York. He is placing the advertising for the American Bank Note Company, Lackawanna Railroad and others.

Circulation Manager Wanted

We want a man under thirty-five years of age as Assistant Circulation Manager. The place requires a man of good general education, business training, ability to formulate and carry out promotive plans and to direct an office force. A previous training in the magazine publishing business is desirable but not absolutely requisite. Give full details as to experience and qualifications. Address by mail

"CIRCULATION MANAGER"

The Curtis Publishing
Company

Philadelphia Pennsylvania

PUBLICITY AND THE UNIVERSAL RAILROAD ANXIETY.

SERIOUS LACK OF SYMPATHY FROM THE PUBLIC — RAILROAD MEN MUCH CONCERNED, AND LOOKING INTERESTEDLY TOWARD ADVERTISING AS A MEANS OF MEETING THE UNRELENTING FROST SURROUNDING THEM—THE DIRECT-DEALING EFFICACY OF ADVERTISING.

By James H. Collins.

Just at this moment there is a good deal of anxious discussion going on in higher railroad circles.

The railroaders have run across something new and strange.

They call it Publicity, and are deeply concerned as to what had best be done about it.

Publicity just began to come to their attention several years ago, in the shape of newspaper criticism of railroad methods, accompanied by bills in State legislatures, threats of regulation, and other phenomena. Of course, criticism, threats, legislation and regulation have always been more or less inseparable from railroading. But up to that time they were chiefly local thunderstorms, confined to some definite section of the country, passing over as quickly as they came. But now the railroads find that they are opposed by something widespread and prolonged, like the persistent cold and snow of our winter just closing. So, finally, they have got to the point of asking what is to be done about it.

A few of the conservative, soured elders among the officials advise silence, believing that if they can keep quiet long enough this criticism must eventually wear itself out, or turn to something else.

But these men are in the minority, and most of the younger railroad presidents and directors feel that Publicity must be met with Publicity. If the roads are criticised, they must reply. In some cases the first wavering steps have been taken, as pleadings for the railroads at dinners and trade gatherings, and first aid rendered

by that acute specialist, the press agent.

Yet, while most of the railroaders understand that they need publicity, none of them seems to have very clear ideas of what it really is, or how to use it.

Fortunately for the railroads, they are now merely taking their turn at something which has affected other large business interests in this country the past five years, and there are some lessons to be drawn from outside experience.

Let us draw a little parallel:

About the time that the Standard Oil Company was transformed into the first "trust," back in the eighties, a small concern on the fringe of the oil country began manufacturing office appliances.

Standard Oil controlled nine-tenths of the petroleum refining business. Kerosene was a staple commodity that made its own demand, and was understood by everybody, so it needed no advertising. The Standard executives were chiefly concerned with maintaining their control, and building up the business by more economical processes and distribution.

The little office appliance factory, on the other hand, controlled nothing but a few patents of doubtful value, covering devices that were unquestionably needed in business routine, but which went directly against all business methods and traditions at that time. To make a market for these devices it was necessary to advertise, and to form an aggressive sales organization. Fortunately, the little plant was run by a man who was as much a genius in his field as the big men in Standard Oil. From the first his business grew rapidly, and the public was permitted to follow every step of its growth. Some knowledge of the man himself got about, so that the public felt this business was human. The factory was conducted on advanced lines, offering exceptional rewards to exceptional employees, and trying modern things like welfare work, which were not so common then. These all helped. A merchant or clerk or bookkeeper heard of them

in some vague, roundabout way, and formed a favorable impression. But the chief contact with the public was through its sales force and its advertising. Several times a year the merchant, bookkeeper or clerk read one of this company's advertisements, and became familiar with its goods in theory, and eventually a salesman would get 'round, sell one of those devices to the boss, and teach everybody in the office to use it.

Twenty years went by.

The muck-raking era dawned.

Standard Oil was the first corporation attacked, and so far as the general public was concerned, hadn't a friend in the world. The man in the street used kerosene, but he had never seen one of Standard's salesmen, never bought any of its goods direct, or read one of Standard's own statements. Standard Oil pays as good wages and takes as good care of its employees, probably, as any employer in the United States. But the general public had heard nothing of this, and so far as the

man in the street was concerned, Standard Oil represented simply an exclusive club of millionaires who had got hold of their money in mysterious ways—the unfathomable ways of staple trade, which is as honest as any other department of business, but is always so awfully silent so far as the man in the street is concerned.

When the muck-rake period began, that little office appliance concern had grown into a strong corporation, a trust as tight as Standard Oil in its particular field. At various times, in building up its business, it had been necessary to deal with competitors in a fashion that was vigorous. In twenty years the appliance company had accumulated quite a stock of dirty linen. Yet, because the novel nature of its goods had made aggressive advertising and selling necessary, and given daily contact with the public, that company's public reputation was wholly good. Had anybody made charges of bad methods against it to the man in the street, he would have defended

The Minneapolis Journal

SUPREME IN ITS FIELD

Last month was the biggest February in the Journal's history.

Its advertising records show an increase of 428 columns over the corresponding month a year ago—and 22 columns of undesirable advertising rejected.

Advertisers use the Journal most because it gives them most results. The Journal is in a class by itself; its supremacy is unquestioned. It is the first consideration of Minneapolis merchants in all lines of business. It leads every month.

These are the advertising figures of the Twin City newspapers for February, 1910:—

Minneapolis Journal, 2283 Columns

Minneapolis Tribune, - - 1946

St. Paul Dispatch, - - - 1272

(No Sunday Issue)

St. Paul Pioneer Press, - 1168

Representatives

O'MARA & ORMSBEE

NEW YORK

Brunswick Building

CHICAGO

Tribune Building

it as quickly as he would defend Wanamaker's or any other well-known metropolitan store against a mob.

Now, the railroads are in a silent, staple business, like the big industrials, the express companies, the public service corporations. They have been dealing with the man in the street indirectly. They haul about all he eats, wears and uses, but he doesn't know them as principals, and even when they haul himself as a commuter, he never comes close to the management. Far from talking to him about the road's policy, the management merely hangs up a general order stating that on such and such a date certain trains will be discontinued, or new regulations as to tickets be enforced. The commuter finds this literature so legal and complex that he has to ask a station agent to tell him what it really means. If he buys anything at Wanamaker's, and it proves defective, or unsatisfactory, he can get his money back, and he knows it, for John Wanamaker has been telling him so six days a week for as many years as Standard Oil has been in existence. Most of the big railroads will give him his money back on goods that have not been worn—tickets that he has not been able to use. But they never say so, and he assumes that he is up against a hopeless proposition when he has an unused ticket, and in his efforts to get his money back may start an agitation.

Railroaders are worried to-day because they fancy that widespread hostility toward them has suddenly grown up. They believe that it is necessary to make some general defense or reply, "explaining the railroad side."

That was the way most of the big industrial trusts felt when they were first criticised by the muck-raker, and their initial step was to hire the press agent, who assured them that he could counteract all this criticism by furnishing favorable articles to the newspapers. It is strange, yet true, that there seems to be no other way for a big staple cor-

poration to begin advertising. After the press agent's uselessness had been demonstrated, then the trust probably made an advertising appropriation to be spent with the newspapers in the belief that the latter would not criticise a good customer—in some cases the schedules were revised every six months, taking patronage from newspapers that had been bad and adding to those that had been good, which is the plan being followed to-day in the advertising of the last big industrial that has been scared into activity. Some of the industrials have now got past that stage, and are using advertising to sell goods, and for no other purpose, which seems to be what all of them must come to eventually.

And this is what the railroads must come to.

It may be necessary for them to learn through the regular routine, first employing the press agent to make general replies, and so forth. But if they can profit by other corporations' experience, and begin advertising for business as the Tobacco Trust does, or Standard Oil, they will save a number of years and a good many dollars.

Criticism of the railroads is like the tariff—a local issue. The railroads must take it up on a local basis. Some arise from real shortcomings in service, but probably nine-tenths are due to popular misunderstanding. No general reply will correct these local troubles. Specific local advertising will, and when the railroads learn to talk like John Wanamaker, and back it up, they will get somewhere.

There is only one absolutely solid, lasting, foolproof relation that any business concern, big or little can enter into with the man in the street. That is to sell him something and back it up. When the railroads drop generalities and begin using space locally to sell their goods and inspire public confidence in their service, they will then be dealing with, and have upon their side that remarkably influential personage who stands behind the business of Wanamaker—the satisfied customer.

ADVERTISEMENTS THAT DISCREDIT ALL AD- VERTISING.

THE POPULAR PRIZE CONTEST SCHEME THAT IS BEING WORKED BY PIANO DEALERS IN ALL PARTS OF THE COUNTRY—HAS THE TIME COME FOR PUBLISHERS TO SHUT DOWN ON THE SCHEME AND SHUT DOWN HARD?

By John Irving Romer.

Advertising Manager of The Aeolian Company.

[EDITORIAL NOTE.—Since this article was put in type, two more New York dailies, the *Globe* and *Evening Mail*, have announced that they will hereafter refuse piano contest advertisements, thus making with the *Times* three prominent dailies in New York to take this stand.]

Have you a baby? Is it a popular baby,—not merely popular with its parents, but with the community at large? Then there is nothing to prevent your entering a prize contest now being conducted by a piano dealer out in Chicago who, in the largeness of his heart and a fondness for the little tots, will give "a beautiful \$400 piano" ab-so-lute-ly free.

Have you some soulful thoughts on "home"? Can you draw a pen picture within the compass of three hundred words of "the anchor of our peace"—a charm from the skies seems to hallow us there, which sought through the world is ne'er met with elsewhere, and so forth? Over in Jersey there is a "grand upright" piano awaiting the evidence of your literary skill.

Down in grand old Texas they are looking for a man up a tree. There is a picture puzzle in the papers and if you can find the features of a lone fisherman in the foliage of a tree, yours shall be the joy of music by day and night.

In Brooklyn a dealer in pianos seeks to develop latent artistic skill and invites you to trace the outlines of his face. In Atlanta there is a "grand historical prize puzzle contest"—in gothic type one reads: "Can you piece the two American generals together?" In almost every other city of the country there is some kind of a

dot-counting or word-building contest just started, just completed or now taking place, and always with a beautiful piano as a prize.

The joker in the pack is not the piano that is offered as a first prize,—that goes in for ornament, for decorative purposes only. The rakeoff for the advertiser is in the secondary prizes which are usually awarded to all the losers in the contest. These alleged "prizes" are certificates supposed to be good for anywhere from \$75 to \$150 on the purchase of a new piano. It is easy enough for the dealer to mark up the price of his pianos to offset the value of the certificate, or, perchance he already has an inflated schedule of prices and is glad at any time to discount his prices \$75 to \$150.

What is the matter with the piano business anyhow? An outsider might ask, is it rotten all the way through or does it just seem so? In not a few communities it takes a high order of moral courage to enter the piano business. Fond mothers, aunts and cousins implore the young man who has a job offered him as a piano salesman to become a dealer in a faro bank or go into Wall street,—anything that will keep the family name comparatively unsullied.

The high-class piano dealers and manufacturers through their associations and individually have attempted to combat the evil of fraudulent and deceptive advertising by the trade. But it must be admitted from the prevalence of guessing contests to-day that they have made a pretty poor job of it. Having failed to clean house, their next move may be to put the issue squarely up to the newspapers and ask them to bar ads of this character. Already the papers of Minneapolis, Indianapolis and some other cities have closed the doors. In New York, the *Times* will not accept guessing contests of any kind. The other day when such an ad got in by mistake, Mr. Wiley and Mr. Call donned sackcloth and ashes.

The fake part of the guessing contest is that it purports to give

something of value for nothing. If ten thousand people compete in the contest, one person gets the capital prize of a piano and nine thousand, nine hundred and ninety-nine people get "bonds," "certificates," "checks" or "credit coupons" good for \$50 to \$150 on the purchase of a piano. The difference between the coupon and the price of the piano of course you pay in cash,—that is, if you are easy. It is a game that Montague Glass of the firm of Potash and Perlmutter ought to investigate forthwith.

Give a certain type of person a "bond," printed like a stock certificate and purporting to be worth \$100, and you can't get it out of his head that the thing is valuable. He just itches to cash it in—even if the act of "cashing" it costs him two or three hundred dollars. I found that two of the colored elevator men in our building were carefully treasuring such bonds. I know a barber who had his family spend their evenings for a week in solving a puzzle. When he got his \$100 bond, he tried to sell it for \$20, and even advertised it in the want columns. When he found that such bonds were as plentiful as leaves in Vallombrosa and that nobody would give him a sou for his \$100 piece of paper, you never saw a madder man in your life. Piano dealers were thenceforth anathema with him. And his confidence in advertising generally had received a severe jolt.

R. O. Foster, of Foster & Waldo, Minneapolis, says: "In our home city the manager of one of our leading papers informed us that the numerous piano guessing contests were developing a tendency to depreciate the value of advertising space. Prominent merchants in other lines complained of the deceptive

character of these announcements. He assured us that his own journal, in self-defence, would soon be compelled to reject these questionable contests."

No good newspaper will lose in the long run by refusing fraudulent or even mildly deceptive advertising. The concerns that resort to guessing contests never were and never will be good patrons of the papers. A single contest ad furnishes them with

enough prospects to keep them going for weeks. In the meantime, the high-grade houses that are above such schemes and pay for nine-tenths of the advertising that goes out from the piano trade have suffered by reason of the number of live prospects withdrawn from the market, to say nothing of the discredit that such advertising brings upon all advertisers.

It may be asked, why isn't it practical to fight the devil with fire? Why can't the high-grade houses come back with newspaper ads that expose the fallacy of the contest scheme? That has been tried to a considerable extent but a first-class concern dislikes to cross swords with a fourth-class concern in public, and, besides, the simple-minded folk who pay attention to such schemes are apt to mistake the exposure for a sign of jealousy. One of the most effective "come-backs" was on the part of a Western firm which secured a large number of another dealer's prize certificates and then advertised them for sale on the following schedule:

\$150 Bonds at 30 cents.
\$100 Bonds at 20 cents.
\$75 Bonds at 15 cents.

A San Francisco concern published a cartoon of a hobo arrested for vagrancy. "How can I be a vagrant," the tramp asks the Judge, "when I have \$100,000 in

Wonderful Puzzle



CAN YOU SOLVE IT?

Anyone who can tell which is the horse and which is the man can buy pianos for the same low net prices that we make to everyone.

HOW ONE DEALER CAME BACK.

piano coupons in my inside pocket?"

Another way of meeting the unfair competition is shown in the following ad from J. W. Jenkins' Sons Music Co., of Kansas City.

A man came into our store the other day just-boiling with righteous indignation. He was another victim of the piano certificate bait, and into our ears he poured his tale of woe.

A short time previous he had bought a piano at one of the sliding price stores. A little later this store inaugurated a piano contest. The man's wife answered the puzzle in her maiden name, and received a certificate "good for \$50 on a piano."

The man immediately took the certificate to the piano store and asked that his account be credited \$50. Much to his indignation the suave manager replied: "The certificate is only good on the purchase of a new piano, and cannot be taken as a payment on the piano you have already bought."

No wonder the man was furious. His wife had sat up at night solving a foolish problem, and had nothing to show for her pains but a piece of paper not worth one cent to her—simply a lure to make people buy pianos at outrageous prices.

Still another method of combating the evil is through legislation or through the Post-office Department. Lewis A. Clement,

of Mason & Hamlin, who contributed an article to a recent issue of **PRINTERS' INK** on this subject, has discussed the suppression of fraudulent advertising with President Taft and various post-office officials. A curious thing that he was told by the latter was that there is strong opposition on the part of "some of the big advertising agencies" to such action. I feel confident that if the Post-office Department would give the names of "the big advertising agencies" that favor fraudulent advertising, **PRINTERS' INK** would enjoy printing the list. Mr. Wiley once said:

If all advertisements were honest, if no advertiser at any time had deceived any readers of an advertisement, no daily newspaper published to-day would be able to accommodate half the advertising that would be offered to it at present-day rates. It is because so many people do not believe what they read in advertisements, because they have been deceived so often that advertising sometimes produces poor results. Everyone who utters a fraudulent or dishonest advertisement strikes a blow at the value of all advertising, and every publisher who aids in the printing of such an advertisement impairs not only the value of advertising in general, but the value of advertising in his own publication in particular.

Safeguard Your Selling System

SUPPOSE you spend ten, twenty or thirty years perfecting your product—*what then?* Will you allow some amateur to steal your thunder?

WILL you permit some beginner to get a strangle hold on the business? Or, will you claim your own and *advertise?*

OVER against you and your goods are a hundred hungry competitors. Can't you *foresee* the result?

LET us talk about *defensive* measures. Get our booklet, "**ADVERTISING.**"

H. SUMNER STERNBERG COMPANY A D V E R T I S I N G

12-14 WEST 32ND STREET, NEW YORK

In the Wheat Belt
 " " Fruit Belt
 " " Alfalfa Belt
 " " Cattle Belt
 " " Irrigated Belt

In the Corn Belt
 " " Beet Belt
 " " Potato Belt
 " " Sheep Belt
 " " Dairy Belt

And through the Richest Sections of the Cotton Belt

COMFORT Wears the Belt---Its Power Is Felt As the Most Popular Family Monthly

Why bother about futile federal and state investigations of the causes of the high cost of living?

Do you count on immediately helpful results from prosecuting the trusts at this late day?

Or do you fatuously rely on proposed legislation to restore the old order of things?

Meanwhile strikes are still further reducing the diminished purchasing power of the city people.

The manufacturer and jobber must enlarge the outlet for their goods among the farmers.

You are losing time and opportunity, for while you wait, debate, hesitate and deliberate,

Your Enterprising Competitors Are Preempting the Field by Advertising in COMFORT, the Key to a Million and a Quarter Rural Homes

Forms close 15th of month previous to date of issue. Apply through any reliable advertising agency, or direct to

NEW YORK OFFICE:
 1105 Flatiron Bldg.

WALTER R. JENKINS, JR., Representative

W. H. GANNETT, Pub., Inc.
 Augusta, Maine

CHICAGO OFFICE:
 1635 Marquette Bldg.

FRANK H. THOMAS, Representative



Scribner's Magazine

has always carried the best

Travel, Resort and Tour

advertising, for the reason that the circulation of Scribner's is a circulation without waste to people who have the desire and the means to travel. Scribner's circulation has doubled in the past $1\frac{1}{4}$ five months, due largely to Mr. Roosevelt's story of his African Hunt which is to run through the year.

If you are interested write for SCRIBNER'S Booklet on Travel, Resort and Tour Advertising, including 4 beautiful color prints of high power locomotives in action. Address: Advertising Department, SCRIBNER'S MAGAZINE, 153 Fifth Avenue, New York



THE ADVERTISING THAT HAS TRIPLED RAMBLER AUTO SALES.

NEWSPAPERS RANKED FIRST IN PRODUCTIVE IMPORTANCE—WHY NO ARGUMENTATIVE COPY IS USED—SALES FOR 1908 TRIPLED IN 1909—\$350,000 WORTH OF AUTOS SOLD AT CHICAGO SHOW—INTERESTING ANALYSIS OF FARM TRADE—NO VALUE PLACED ON INQUIRIES.

The Rambler automobile advertising plan, in which daily and weekly newspapers are ranked first in productive importance, is the outgrowth of nearly forty years of manufacturing, selling and advertising experience on the part of Thomas B. Jeffery & Co., Kenosha, Wis.

"Our plan," says Charles T. Jeffery, general manager, "is based upon two or three simple ideas which, although as old as commerce itself and universally conceded to be fundamental, are quite novel in that they are so often ignored.

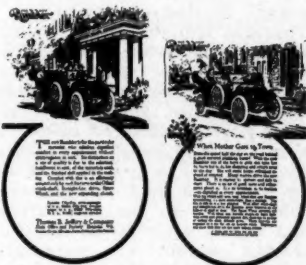
"First, the Rambler idea is that an article to be successfully manufactured, advertised and widely sold must meet some positive need, and it must be honestly made, honestly advertised and honestly sold.

"When the necessity for the automobile was less generally recognized and the demand was chiefly confined to people of more than ordinary means, Rambler advertising appeared chiefly in the magazines of national circulation, Thomas B. Jeffery & Co. being pioneers in this field. When the demand for this car became general throughout the country, daily and weekly newspapers were added and when the farmer came to recognize his need for a car of better quality, the Rambler copy was first to appear in the agricultural press.

"The second basic Rambler idea has to do with copy and that undisputed maxim, 'Truth inspires confidence and admits of no argument.' Thomas B. Jeffery & Co. expect every person who reads a Rambler advertise-

ment to have absolute faith in every statement that is made. Therefore, Rambler copy is not disputatory, argumentative nor imitative. To amplify, some automobile advertising reads like the affirmative brief in a joint debate. This advertising seems to begin with the assumption that the buyer is ready to doubt the veracity of the advertiser and ends with an attempt to shake the reader's faith in all products except the one about which he is then reading.

"Some of it is imitative in that it is not persistent, bearing off on the trail of every temporary current, following now this competitor and now that, but leaving no lasting impression. In this



CIRCLE LAYOUT FOR ALL ADS.

respect, Rambler advertising is distinct. No comparison with any other car is ever made; no statement, except a direct one, is allowed to appear and no exaggerated statement about the goods offered for sale has ever been permitted.

"The third basic Rambler idea has to do with the name and standing of Thomas B. Jeffery & Co. It has been the aim of Thomas B. Jeffery & Co. to reflect through the advertising the character of the company and its methods of manufacturing.

"Time is a most vital element in the formation of character. The character of advertising, like the character of a man, is a matter of experience and what may be termed elimination. It isn't what you say in an advertisement that counts. It's what you

leave out. A man is stronger because of what he does not do than because of what he does. The Rambler ideal in advertising is that of permanency. Rapid production for quick sale makes quality impossible and reacts to the detriment of the article thus sold.

"While the Rambler factory is one of the largest of its kind in the world and could produce automobiles in the largest quantities, the output for the coming year will be but twenty-five hundred cars. Each one will be made better than ever before.

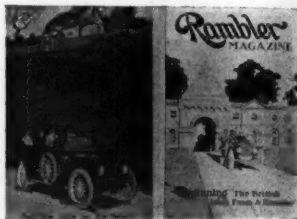
"The outlook for the automobile business for the next five years presages a very large increase over sales of the past few years. The tendency will be toward the better class of cars. This was indicated at the recent Chicago Automobile Show when the largest sales were of those cars averaging between \$1,800 and \$3,000 in price, although by far the largest number of cars shown were of the cheaper grade. Rambler sales in 1908 were twice as great as in 1907. In 1909 the sales record for the year before was *tripled*, while in the first two months of 1910 even more satisfactory business has been done. As an evidence of this, the management of the Chicago show, at the close of the exhibition, credited Thomas B. Jeffery & Co. with the sale of one hundred and seventy-five cars at an average price of \$2,000, making a grand total of \$350,000 for seven days. Five hundred names were also secured.

"The advertising methods of the older and more responsible manufacturers will have considerable influence upon the trend of the market. Yellow advertising, like yellow journalism, will only succeed with those classes whose purchasing power is much too meager to be sought by makers of the better class of cars. But the effect of the sensational copy will in the end be most beneficial to those advertisers who are wise enough to avoid it. This, because the people who are deceived in one article will be

suspicious of all articles advertised in a similar way.

"The constant adherence to the price argument by the cheaper cars will greatly benefit the makers of better quality cars because it will distinguish the one from the other and thus be a valuable guide to the careful buyer.

"Every Rambler advertisement contains four vital elements aside from brevity, which in itself is the bulwark of truth. The first element, the Rambler trade-mark, has been identified with the name of Thomas B. Jeffery for thirty years, twenty years of which it stood for quality in bicycles. The



ARTISTIC COVERS FOR BOOKLET AND HOUSE ORGAN.

second element, the constant reiteration of those features which the maker considers important to the owner, is supplemented by a brief explanation of the merits of each. The third element consists of a truthful illustration of the car. The fourth element, already mentioned, is the signature of Thomas B. Jeffery & Co., or that of the dealer.

"A supplementary element, but of much importance, is the distinctive display used—the familiar Rambler three-quarter circle—appearing in every Rambler advertisement. This design, with the judicious use of white space, enables Rambler copy to dominate a page including advertisements occupying even larger space but set in the ordinary way.

"Aside from the general Rambler advertising which has appeared for ten years in the magazines and weeklies of national circulation, three hundred daily

What Secretary Coburn Says About

The farmer and high prices is:

" . . . we'll have to plead guilty to doing pretty well, but the farmer isn't responsible for the high prices on necessities . . . if you're willing to pay 60 cents for corn, he'd be a chump to sell for 30 cents . . . somebody must be to blame for the high cost of living . . . but the farmer never sets the price on his products and doesn't force them on you. We farmers are not worrying, we just ride around in automobiles, and last week a Wheat Belt farmer paid \$7,000 for an air ship."

The farmers got \$9,600,000,000 for their products in 1909. The farthest sighted general advertisers are going after these prosperous farmers' trade by advertising in

The ORANGE JUDD WEEKLIES

The acknowledged leaders of the weekly farm press, which are read by the most intelligent, prosperous farmers, who demand advertised, trade marked goods of their dealers as well as buy by mail from direct advertisers.

Orange Judd Farmer covers the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States. 305,000 circulation weekly guaranteed.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-17 West Worthington St
Springfield, Mass.

and weekly newspapers are now used. The dealers selling Rambler cars are given direct and tangible help in their sales work by means of a special co-operative plan. An agency is employed to purchase space in all publications, but all copy is written, all plates are made and all supplementary advertising material and literature is prepared under the direction of the Rambler advertising department.

"The dealer recommends the papers to be used; the schedule is made up upon the basis of the joint appropriation agreed upon, and the dealer is allowed to specify the dates of insertion. The same style of copy is used everywhere. Prospects who make inquiry of the factory are referred to the dealer, while the dealer reports all inquiries received in his territory to the factory. Thus, there is constant co-operation between the factory sales correspondents and the dealer. The most important part of the follow-up plan is the *Rambler Magazine*, a monthly publication for owners, dealers and prospective buyers.

"For nearly three years Rambler copy has appeared almost continuously in from fifteen to thirty farm papers circulating chiefly in the Middle West. Rambler copy has succeeded in the farm papers for at least three reasons: First, it has been the only one of the older and better quality cars advertised as a new car at a fixed price and not as a second-hand car cast off by a city owner or as a part of left-over factory stock.

"Second, Rambler farm advertising has made no appeal to that bargain instinct which was long thought to be a governing influence with the farmer. This was a myth which grew out of the confusion of the farmer with the poorer resident of the small town. Third, the Rambler was offered to the farmer in much the same way as it was offered to the city man. It was not suggested to the farmer that he might better buy a second-hand car discarded by the city man.

He was offered a new car and the advantages to him of owning an automobile were presented in an attractive way. The Rambler proposition was not placed on a price basis because farmers do not buy cheap goods. At least they do not buy cheap farm machinery, cheap pianos, cheap heating systems, cheap horses; nor do they buy cheap houses. The farmer is a most ardent seeker of quality in everything he buys.

"In the farm advertising the Rambler people adhere to their basic idea in that the farm buyer is shown definitely how this car possesses five features which make it best adapted to his use. The territory chosen for this campaign, the Middle West, was selected because of the greater necessity for the automobile in that region, the roads being more inviting and the distance to marketing points greatest.

"The Rambler idea conceives of the farmer as being even a more intelligent and discriminating buyer than the city man, being less inclined to imitation and having been deceived more often by irresponsible advertising. Rambler copy gives the farmer credit for having good taste, the desire to improve his condition and to provide advantages for his family. It never indirectly insults him by attempting to take advantage of his isolation which, by the way, is another exploded theory. The farmer is really closer to current events than the city man, because he reads more and lives more regularly.

"The Rambler people consider the matter of the number of inquiries received to be the most insignificant part of the advertising. A definite effort is made to reduce the number of profitless inquiries and no coupons are ever used, it being the idea that a man must be strongly enough interested to write a personal letter before he may be considered a profitless prospect.

The Times Publishing Company, which issues the Racine, Wis., *Daily Times*, has been succeeded by the Times Company, with a capital stock of \$50,000.

G R O W T H

THE RED BOOK MAGAZINE stands for stability, for permanence, for strength. It has become a universal favorite through merit alone. By virtue of its progressive policy it is recognized, by the reading public and the wide awake advertiser, as the magazine which reflects the spirit of the age.

This standard publication has been built from the ground up, on the solid foundation of responsible methods. The growth, step by step, began seven years ago, creating the while an evolutionary development of magazine production.

THE RED BOOK MAGAZINE is today accepted everywhere as a welcome institution in the national periodical field.

With its comprehensive circulation and established place in the hearts of the people, *it serves to profitably link commercial supply to a responsive purchasing power.*

THE RED BOOK CORPORATION

Publishers

158-164 State Street, Chicago

Ralph K. Strassman
Advertising Manager

200 Fifth Avenue, New York

R. M. Purves

New England Representative
201 Devonshire Street, Boston

for the many undertakers who must necessarily go out of business to make the advertising fully successful."

The advertising, a sample of which is reproduced, found a curious and instant reading. The advertisements were certainly found to be "loaded" with some mighty interesting data. It was explained from day to day why casket prices were so excessive; there were too many funeral directors—the business was overdone. Six out of the seven days, it was said, the undertakers must be idle and pay expenses out of the profits of the seventh. Then the argument got down to the prices charged by the Western Casket and Undertaking Company, who "would sell caskets at \$15.00 that could not be bought from retail undertakers for less than \$35.00 to \$50.00. \$750.00 would buy a solid bronze eternal casket, the kind usually sold at from \$1,200 to \$3,000."

The casket company proclaimed itself as ready to furnish funeral directors and would even call for possible patrons and take them in an automobile to the nearest branch, where a selection of a casket could be made.

The undertaking trade papers viewed the advertising with varying degrees of feeling. Some of them flouted the practicability of "direct to the funeral from factory" idea, and assured their readers that, anyway, the relation of undertaker to a death-visited family was unusually intimate and doubted whether this personal quality could be furnished in the casket company's service.

The advertising is appearing in all the Chicago papers and the surface and elevated cars. If it proves successful in Chicago, it may be taken up in other cities.

Henry F. Hosley, formerly business manager of *Hampton's Magazine*, has accepted a position as advertising manager of the *Boston Sunday Post*. This paper is breaking all records for advertising and circulation. March 6th the *Boston Sunday Post* carried 208 columns of advertising and sold 263,114 copies, a gain of 1,462 over the previous Sunday and a gain of over 20,000 over the corresponding Sunday a year ago.

The Standard Paper for Business Stationery—"Look for the Water-mark"

Business Stationery

ISN'T IT STRANGE how many bond papers have been born "old"? Just because of the standard of grade set by

OLD HAMPSHIRE BOND

we now find offered by both maker and printer—"Old *This* Bond," "Old *That* Bond," "Old *Some-other* Bond" and many of the titles sound like or suggest HAMPSHIRE.

You know why all this is done and will act accordingly.

Buy the real standard to get the best and that of the best repute.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

SOUTH HADLEY FALLS MASSACHUSETTS

Made "A Little Better than Seems Necessary"—"Look for the Water-mark"

THE GROWING SECESSION FROM "COMPARATIVE PRICE" ADVERTISING.

GEORGE BENJAMIN, SAKS & COMPANY, BLUMENKORN AND OTHERS PROFITING FROM NEW POLICY, WHICH IS SPREADING OVER THE COUNTRY—MEN SEEM KEENER FOR IT THAN WOMEN.

By A. Rowden King.

"If an advertiser can make the public feel that he is more than a money-grubber, that there is an ideal behind his business and his personality," said an advertising man recently, "he benefits, the community benefits, and he benefits from the benefit to the community."

No better illustration of the "pulling force" of the dignified advertisement with tone to it, as compared with the clap-trap bargain-counter announcement variety, has been offered in many a day than by Harry Gordon Selfridge last year, at the time of the opening of his great London establishment, and since. The greatest and most valuable business asset of any establishment is the amount of public confidence it enjoys. One announcement of Mr. Selfridge's, at the very opening of his advertising campaign, could with profit be adopted by advertisers generally, especially advertisers of wearing apparel. It read: "We intend that every announcement bearing the name of Selfridge shall be in simple language, impossible to misconstrue. The values represented, the merchandise particularized, the prices quoted, the advantages described, will be Reality, well weighed and accurate. We shall say only what we mean and promise only what we can liberally fulfill."

It seems to be the most difficult thing possible to get away from the old-fashioned idea that comparative prices are the best and surest pulling card in the clothing business. But, happily, the day is dawning when better things may be looked for. That fact is due, perhaps, to the consumer more than to any other one

influence. The best retailers of men's clothing are realizing one after another that their customers have more intelligence than they have heretofore been given credit for having. Except twice a year, during regular July and January clearance sales, these retailers are making little or no mention of "former prices." From saying: "This suit was \$38—Now \$18," they are turning, for the most part, toward a revised formula somewhat more along this line: "This suit \$18 and worth it because it has our reputation behind it and because it was made thus-and-so and of these-and-these materials." From over-

Comes Dress for Men
ALFRED BENJAMIN & Co's Tailor-made clothes

\$25 Suits and Overcoats

a special feature.

Ready-to-wear garments which, in style, quality and workmanship will convince many a doubter of the time-saving and money-saving possibilities, *here*.

George S. Benjamin
Editorial Co. Ltd.

THE ANTITHESIS OF COMPARATIVE PRICE ADVERTISING.

statements and exaggerations, they are turning to understatements and conservatism. They are wondering at the excellent results and questioning why they never thought of it before.

There is no more enthusiastic disbeliever in comparative prices among the men's clothing retailers than George Benjamin, of New York. Illustrative of the crooked way in which comparative prices are constructed, Mr. Benjamin tells a story of the days when he was in the wholesale business. He closed a deal in overcoats with a big establishment late in the season at a low figure and, to his surprise, was asked by the agent of the purchaser to bill the coats as having been made to sell at as high a figure as his conscience would allow him to state, it being

hinted that the advertising manager for the retailer would rather place responsibility for over-statement outside of his establishment, if possible. There can be no doubt but that this sort of thing has been done, and is being done, all the time.

"You cannot mean to tell me," says Mr. Benjamin, "that an intelligent business man, the sort of man I am catering to all the while, can be deceived, day in and day out, in my advertisements in the newspapers into believing I am offering suits at half what they are really worth; in other words, into believing I am in business for the fun there is in it. Women may be deceived that way, but I am even beginning to doubt the wisdom of comparative prices in their case. I believe it is far the better policy, in the long run, to have a customer find a suit is worth more than you claimed for it and more than he expected. Then you have made him a pleased and permanent customer. He'll

swear by you ever after and tell his friends, which is the best possible sort of advertising for you."

One of the favorite and oft-recurring phrases in the Benjamin advertisements, which, by the way, are generally written by Mr. Benjamin himself, is the following: "We seldom mention values, but you'll find them here *always*." Mr. Benjamin believes that, if any comparisons must be made, they had better be made on the basis of style than on the basis of prices. And, in his semi-annual announcements of clearances, the full range of reductions is invariably made, thus: "Suits at \$18, were \$21, \$25, \$28 and \$30," not "Suits at \$18, were \$28 and more," which is a form very commonly used. So thorough is the faith of the public now in the Benjamin advertisements that recently the following brief announcement served to inaugurate one of the greatest demands of its kind this establishment ever had: "\$5 Macintosh—Special Value." How

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature

Publicity and Merchandising Counsel

many a clothing retailer is there, who has been using comparative prices like a drug-fiend uses morphine, becoming more and more dependent upon them all the while, who would thank his lucky stars if his establishment enjoyed such confidence with the public that the mere two words: "Special Value" would bring such results!

Saks & Company, New York, believe in the same kind of advertising. T. A. Conne, vice-president, is proud of the fact that New Yorkers think of his men's clothing department as being of the same class as Rogers, Peet & Company's, Brokaw Brothers', and George G. Benjamin's. Mr. Conne believes that the same principle of the non-use of comparative prices may be applied with success to the cheaper grades of men's clothing, such as the regular \$15 lines of suits, as well as to the higher grades, and he points to his own experiences in support of his theory. "I've tried both ways, here and elsewhere," says Mr. Conne, with a laugh, "and I can testify that my present one is far and away the better." Mr. Conne never claims in advertisements that Saks' \$30 men's suits are worth \$31 or even \$30.01. "When we say a suit is worth \$30, everybody knows what we mean and that it is the truth," he says. "What's the use of giving the public a sweet pill which is destined to have a deadly after-effect?"

REFORM IN WOMEN'S STORES, TOO.

But is this reform in the methods of advertising clothing to keep on into women's clothing lines? Heretofore it has been believed that, even granting men have the good logical faculties to see through the thin veneer of comparative prices when continually used, women are none the less "easy-marks," that women will rush to the bargain-counter just like the flies swarm about the milk-pails of which Homer sings. As the literary editor of *The Independent*, Dr. Edwin E. Slosson, recently said in public, "Women are not usually regarded as human beings, but as women. The chiv-

alrous attitude toward women consists in talking of them as if they were angels and treating them as if they were fools."

But the ice has at least been broken in this direction and who shall say when multitudes of others will not be following in the trail of the hardy pioneers? One of the latter is S. Blumenkron, a retailer of apparel for women and misses in New York, who is a hearty disbeliever in comparative prices, if ever there was one. And—what is far more important from the advertising standpoint—his business has prospered ever since the adoption of the no-comparative-prices system, whereas before that change it had not been profitable. One of its oft-used advertising phrases is: "The Shop in Which Every Woman Realizes More Than She Is Led to Expect."

Mr. Blumenkron tells of many women who come to him saying their husbands have noticed the tone of his advertisements in the newspapers, have concluded that he is on the right track in selling women's clothing and have decided that their wives could make no mistake in dealing with him. Thus *there is a man-element in the women's clothing business which has not been regularly taken into account in the past.*

Of his experiences, Mr. Blumenkron has this to say: "After careful study and consideration, I came to the conclusion that the successful advertising of the future was to be that which avoided the common practice of exaggeration, and adhered strictly to facts. In other words, as I saw it, reason, rather than emotion, was to become the guiding force. In accordance with this conviction, I began, a year ago, the advertising policy with which our store has become associated and which has been widely commented upon, mostly, I might say, with adverse criticism. We avoid all quotation of comparative values, the most common form of exaggeration. As to results, while, as with every movement, they are slow in starting, yet recent developments have only strengthened my conviction."

We want you to know and to appreciate

the difference between "Rogers" and "1847 ROGERS BROS." because it is useful knowledge and because it marks the dividing line between the original Rogers Bros. ware and others that have found that there is a good deal in a name.

¶ With all the advertising the makers of "1847 ROGERS BROS." have given their product, and with the reputation acquired for this branded ware for over half a century, some people believe a simple inquiry for "Rogers" is sufficient.

¶ Where "1847 ROGERS BROS." ware is desired, it has often been found necessary to plainly emphasize the *full name*—"1847 ROGERS BROS." This assures the original and long advertised brand.

In 1847
an Electric
Car was
Invented and
Exhibited

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)
MERIDEN, CONN.

STEARNS AUTO PROVES VALUE OF AUXILIARY SHOW ADVERTISING.

NEWSPAPER AND POSTER ADVERTISING IN CLEVELAND AT TIME OF THE AUTOMOBILE SHOW RESULTS IN UNPRECEDENTED SALES—DOUBLE-PAGE SPREADS, BEN DAY ADS AND DASHER POSTERS—IDENTIFYING CARS WITH "WHITE LINE."

Whenever a commercial exhibition, or "show," is in process of preparation, there are always two camps to be heard from. One camp sits back, self-satisfied, when the subject of advertising is broached. "We are going to have an exhibit," it will say. "That is the finest kind of an advertisement in itself. Why turn to the newspapers and billboards? We'll put that money into making our exhibit better and more complete and thereby overshadow every competitor."

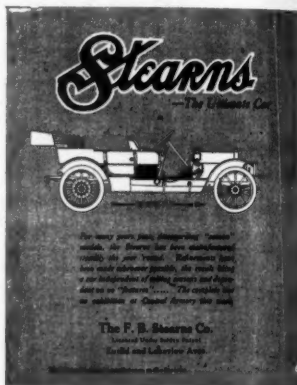
Then there is the other camp, which wisely realizes that the best possible exhibit is next to worthless as a drawing card, if consumers do not know of it. This camp invariably puts a little money wisely into printers' ink, even if the exhibit itself has to be skimped a bit to make that possible. When the balance-sheet of returns from the "show" is made up, it almost invariably shows the benefits of the display advertising done to get people to come in to look and talk it over.

An exhibit at an auto show, a food show, a motorboat show, or any of the many others, is undoubtedly a good investment, if the show is run the right way. Such an exhibit is, in effect, an extension of salesroom. But, unless the individual exhibitor sends people there who would or should be interested, the opportunities for sales are left more or less to chance.

One firm believer in the doctrine of wisely advertising in conjunction with an exhibit in a commercial show, is the F. B. Stearns Company, of Cleveland, makers of Stearns motor cars. During the week commencing

February 19th, an auto show was held in that company's home city, Cleveland. The company had arranged one of the most attractive and complete exhibits of the show, as was most natural, especially in view of the "home-industries" element.

Saturday and Sunday preceding the opening of the show, big, fourteen-column, double-spread advertisements were run in three Cleveland papers, the *Plain Dealer*, *Leader* and *News*. These ads were printed in two colors and



BEN DAY NEWSPAPER AD

contained a series of twenty-four testimonials, reproduced in semi-facsimile. These opening guns were later followed up by attractive and dignified three-column ads, Ben Day plates with innumerable perpendicular lines backing up the text and illustrations. This copy was alternated, so that two papers were used each day during the eventful show week. These Ben Day ads, though a little faulty because of the difficulty of reading the smaller text imposed on the lines, attracted considerable notice.

Simultaneously with this, the street cars of Cleveland suddenly became resplendent with Stearns posters. Four hundred cars carried these on their dashboards, and if anybody in Cleveland who might possibly be an auto purchaser did not see them he must have been blind. The size of

these posters was 24 x 25 inches. Supplementary to all the above advertising, space was also taken in *Cleveland Town Topics*, *Week-in-Cleveland*, one of the local Jewish papers, and the theater programmes.

Of the results, H. H. Houer, the advertising manager, says: "We had many inquiries at the show regarding the advertised points of our cars and the sale of one \$5,700 car—a luxurious Landaulet with a special Brewster body—was directly due to our Landaulet advertising. In fact, the purchaser had decided upon another car, saw the copy relative to our Landaulet and, shortly thereafter paying a visit to the Stearns exhibit, the car was sold.

"During the eight days of the show our company did more actual cash business than at any previous show in the history of Cleveland. Much of this, of course, is due to the public esteem in which the Stearns together with the other high-grade cars are held, but at the same time, considerable of the week's business is directly traceable to the advertising campaign."

It is well known among auto manufacturers that much opportunity for publicity is lost by the reluctance of auto owners to identify the make of the car too prominently. They naturally do not wish to be signboards on wheels for the manufacturer; yet if some identification very readily noticeable were secured it would be of much value.

The Stearns Company has adopted and is advertising "the white line radiator" as a simple and unobjectionable identification visible to all passersby. Its entire poster campaign during the show was directed to familiarizing this mark of identification.

ADVERTISING APPROPRIATION LAW.

Bill No. 185, before the New Jersey Legislature, would make it lawful for the governing body of any municipality to include in its tax levy the sum of \$5,000, which may be expended for advertising the industrial and commercial service of said municipality.

What a Circulation of 25,000 in the Export Field Means to the American Manufacturer.

THE AMERICAN EXPORTER, for thirty-two years a leading power in export trade, has a monthly circulation of 25,000 among the larger importers and buyers in every country on the globe. Our aim has been to aid in building up a world-wide demand for American goods. Hundreds of American manufacturers, who have used our services, say that we have been largely responsible for the ever-increasing popularity of their products in other countries.

Every copy of the

AMERICAN EXPORTER

"The Strongest Single Power in Export Trade"

is of necessity read by those actively interested in American goods, because our editorial matter is limited to discussion of American industries, experiments, export questions, etc., and subjects which have a direct bearing on American products.

Can you conceive of a better audience to which you as an American manufacturer can appeal?

But the advertising is only a part. Send for information about our complete Foreign Trade Service.

AMERICAN EXPORTER
135 William Street, New York City

NOVEL REPEAT NEWS- PAPER CAMPAIGN FOR "UNEEDA."

FOUR OR FIVE EXACTLY SIMILAR ADS
IN SAME DAY'S ISSUES EAST OF
ROCKIES—"CATCHING UP" ON THE
PERIOD WHEN NO NEWSPAPER AD-
VERTISING WAS DONE—"A HOT-
HOUSE SCHEME"

The novel scheme, operated
some weeks ago and noted in
these columns, whereby the Na-
tional Biscuit Company obtained
more than the prominence of an
ordinary full-page newspaper ad-
vertisement by paying for the
most radical kind of preferred po-
sitions, will be recalled. An ad
was given "bull's eye" position, in



SAME AD REPEATED FOUR AND FIVE TIMES.

the center of whole pages, for
which the National Biscuit Com-
pany paid, but allowed the news-
papers to fill with text.

But widely commented upon as
this plan was, it is perhaps sur-
passed in daring by the one now
in operation. A fortnight ago,
newspaper readers in New York
were startled as they read through
their morning sheets to find the
same National Biscuit ad con-
fronting them three, four and five
times on as many different pages.
These ads were identical in every
respect. Advertisers less astute
might have bethought them to run
different copy in each instance.
But probably they would have lost
thereby a great part of their effect.
The attempt was made to have

these advertisements appear in the
same relative position on each
page. The pages used were, as a
rule, the third, fifth, seventh and
last.

Inquiry discloses that the plan
is to run this style of advertising
in the leading newspaper east of
the Rockies every other day,
changing the copy with each series
of insertions. The psychological
effect of such repetition of the
same copy in the same issues is
undoubtedly an interesting study.
The effort to "catch up" for the
considerable period last year dur-
ing which no newspaper advertis-
ing was done, advances the prob-
lem of how fast an advertiser can,
even by repeat ads daily, stimulate
the attention it has not cultivated
for a long time. Somebody has
called this new advertising plan
"a hot-house scheme of forced
growth."

POLITICAL ADVERTISING.

The publishers of weekly newspapers
in New Hampshire have agreed on a
minimum rate for political advertising,
both display and reading matter, and
will see that the rate is paid by candi-
dates and political parties, says the
Lowell Courier-Citizen. This is falling
into line with the practice in this State,
where it has worked well. Political
advertising is a good thing all around,
not only for the publisher, but for the poli-
tician and public as well. The news-
paper columns are the best stump. They
secure for parties and candidates a hear-
ing they could not get elsewhere, and
afford the best means of reaching the
voters.

The Rochester Ad Club was addressed
by Don Seitz, advertising manager of
the *New York World*, and by Charles
R. Wears, of the Larkin Soap Company,
on the evening of March 3d.

Norfolk, Va., is the latest city to fall
in with advertising ideas. The Printing
and Publicity Committee of the Board
of Trade met March 5th and discussed
plans to give the city the widest adver-
tising during the next nine months it
has ever received.

James Rascovar, of the New York
News Bureau, recently returned from
Europe. In England he made a study
of newspaper conditions. Mr. Rascovar
declares the newspapers of England are
not as active as those in this country,
even during an election, when not a
single newspaper, he avers, made an at-
tempt to collect the returns that were
spread over two weeks.

FEBRUARY WAS THE GREATEST MONTH IN THE HISTORY OF

The Des Moines Capital

BIGGEST DAILY AVERAGE

5,602 inches more than last February—in 24 Publication Days published 28,799 Inches, which is an average of eight pages daily. Published more local advertising in 24 issues in February than any competitor in 28 issues, including their Sunday issues.

ADVERTISING FIGURES FOR FEBRUARY.

CAPITAL.	24 Issues.
Local	16,894 inches.
Foreign	7,032 "
Classified	4,853 "
Total	28,779 "

REGISTER AND LEADER.	28 Issues.
Local	14,735 Inches.
Foreign	7,607 "
Classified	9,604 "
Total	31,946 "

NEWS.	28 Issues.
Local	14,424 Inches.
Foreign	4,065 "
Classified	5,185 "
Total	23,674 "

NOTE.—Advertisers are urged to note that The Capital published 2,000 inches more local advertising than either competitor, including their Sunday issues.

The Capital's advertising supremacy rests upon its supremacy as a selling force, which in turn is based upon the greatest circulation in city and state.

PRESENT CIRCULATION 44,000 DAILY.

EASTERN OFFICES:

O'Mara & Ormsbee, Brunswick Building, New York
Elmer Wilson, Hartford Building, Chicago

PUBLISHER

LAFAYETTE YOUNG

HOW SADDLERY SHOULD BE ADVERTISED.

NECESSITY OF OFFSETTING THE INROADS OF THE AUTOMOBILE BY EXPLOITING THE HORSE—CENTRAL ADVERTISING ORGANIZATION SUGGESTED—ADDRESS BEFORE WHOLESALE SADDLERY ASSOCIATION, SAN FRANCISCO.

By George H. Eberhard.

From my recent observation East and West it would appear that the saddlery jobber and the associated manufacturers must approach the whole problem of the saddlery trade sales from its broadest viewpoint if they wish to increase the consumption of their merchandise.

It is *not* only necessary for you to make and sell what the user demands, what the dealer can dispose of, and to advertise and sell your particular merchandise; but, it is also vital that you should offset the inroads of the motor-driven vehicle and the growing apology for the horse-drawn vehicle by fostering the sane use and full appreciation of the horse.

That the horse is with us to stay, for a long time, at least, we can accept as a fact. I understand there are approximately thirty million horses in the United States but, speaking from a psychological viewpoint, the attitude of mind of the owner or user of horses is not as favorable to making the horse an object of his pride and appreciation for the reason that the topic in the press, in the advertising columns and in the ordinary conversation is the motor-drawn vehicle and, unconsciously, the human mind is swayed for and against problems in a far-reaching manner as they become the chief topic of the day. Hence the decline of the horse in the mind of the majority.

The saddlery manufacturer, the wholesaler and the retailer, to further expand their business, should treat the horse as a commodity and approach its sale and use as a fundamental basis for the sale and use of their products.

They should, above all things, actively strive for the full appreciation of the horse on the part of the public; for good roads, because it is a fact that the difference in draft power is not so marked on good roads between the horse-drawn and the motor-drawn vehicle as it is on bad roads.

They should promote the use of frictionless bearings on the axles for the resulting increased draft per horse unit and the decreased feed bill and the convenience of not having to oil a vehicle more than twice a year.

Promulgate the doctrine of better breeding and selection of the draft animal,—the horse that is used for work. Foster that which will go toward the better care of the horse. Stimulate interest by active promotion and participation in the county fairs, to offset the automobile shows and displays. The work-horse and buggy-horse parades are excellent things and the distribution of prizes on those occasions increases active interest. The horse, being alive, will always have that attraction over the mechanical, if properly presented.

It may seem far-fetched, but I know that the tendency toward the higher development of introducing, advertising and selling of products in all lines necessitates big advances in the work method and study of each trade. I believe that the saddlery jobber, the retailer, the manufacturer of vehicles, the wagon maker, jobber of blacksmiths' supplies and all the allied interests should have a central advertising or general promotion organization.

One-tenth of one per cent on a normal year's business of these interests would give a large fund that, properly utilized, would increase the total volume of their business by an immense amount.

This method has been found necessary by the mixed paint trade, the pineapple industry, and something similar has always been maintained by the tobacco interests and is, in one form or another, more or less highly developed and maintained in a hundred and one other lines to-day.

"Nothing Succeeds Like Circulation"

The Circulation of the

Los Angeles Sunday Examiner

now exceeds

100,000 Copies

A circulation that is greater than that of the other two Los Angeles morning papers combined.

A circulation that puts the Los Angeles Examiner into at least every second home in the great Southwest.

A circulation that the most optimistic would have refused to consider possible when the Los Angeles Examiner was established six years ago.

A circulation that bespeaks confidence in the paper that has been foremost in the development of a great territory.

A circulation that you must use if you want to reach the prosperous *homes* of Southern California, Nevada, Arizona and New Mexico.

A circulation that accounts for the phenomenal

ADVERTISING GAINS

made by the Los Angeles Examiner each month.

JANUARY
1910 gained
579.40 Columns
over January 1909

FEBRUARY
1910 gained
626.35 Columns
over February 1909



Los Angeles Examiner

WILLIAM RANDOLPH HEARST

Eastern Representative
M. D. HUNTON
239 Broadway
New York City

Western Representative
W. H. WILSON
1409 Security Bldg.
Chicago, Illinois

Making Waste Places Bloom

When, in three months, by means of advertising, we helped to place a line of goods in 150 stores in Boston, where but one had previously handled them, **We Made A Waste Place Bloom.**

ALSO—we think a waste place was made to bloom when, in a Connecticut city where the salesman for a line of shoes had failed to place his goods in a single first-class store, an account was opened (through the influence of advertising) **By Mail**, with a shoe concern rated at \$25,000 to \$35,000, first grade of credit.

Many other examples might be cited. But from these you will see that **Making Waste Places Bloom** means something even bigger and better than making two blades of grass grow where but one grew before.

Sowing seed isn't all that is needed to give the Luther Burbank touch to an industrial waste place. It takes cultivation—and fertilization (preparing the ground)—and then weeding, and constant care—not to neglect "spraying" to keep off parasites and other untoward influences.

All of this **Advertising Has Done**, and will do again and again.

Are There Any Waste Places in Your Business—spots of uncultivated, unfruitful ground, perhaps now grown up to weeds?

We analyze commercial possibilities and demonstrate the practical means of making waste places flower forth with budding dollars. We have done it for many—let us show how we can do it for you.

**H. B. Humphrey
Company**

Service Advertising Agents
BOSTON



HOUSE ORGAN'S PART IN SALES PLANS.

FIVE PUBLICATIONS BY SHERWIN-WILLIAMS COMPANY MADE TO PAY—TYPOGRAPHICAL ADVANCEMENT—IMPORTANCE OF EDITORIAL TREATMENT—CONCENTRATING APPEAL TO SPECIAL CLASSES BY SPECIAL HOUSE ORGANS.

By Charles H. Lemperly.

Editor Magazines, Sherwin-Williams Company.

Great strides have been taken in the artistic make-up of house organs. Time was when indifferent pen and ink drawings scantily interspersed would suffice to attract much comment. But the day of plain lettering and exclusive pen and ink illustrations has given way to the day of handsome photographic reproductions in many styles and colors. Initial letters of striking design, artistically lettered headings and the highest character of press work have tested the publishers' art to the full in the modern house organ.

In the use of fine paper, some of these little commercial messengers have excelled greatly during the past decade. No stock is too elaborate, none too expensive, if, in the opinion of the publisher, it will answer his purpose to best advantage. Japanese, Italian and French papers are not uncommon to recipients of the house organ.

It has been found necessary to devote much time and thought to the editorial end of the house organ. So trying a pace has been set by the artists that staffs of editors are employed by many concerns to keep the editorial standard of their publications on an equal footing with the artistic standard and, after all, the written word and picture must be combined in a perfect house organ. Neither one can do the work without the help of the other and it has been no small problem to strike the happy medium.

Distribution and mailing are two of the most important of all steps in connection with the house organ. No matter how effective the publication may be, if it reaches a poor clientele, the force

is lost. It must reach people who not only appreciate its attractiveness, but primarily those who are in the market for the goods in question and who are in a position to favor the house with future orders. The order is the ultimate goal of any house organ and if it attracts attention, holds the interest but does not clinch the order, it has failed in its most important mission.

Among the better-known house organs which do not accept outside advertising, are the series of five published by the Sherwin-Williams Company, paint and varnish makers. Pictorially, editorially and as business stimulants, they have achieved great things. They embrace every branch of the paint, varnish and auxiliary trades, appealing to every class of users of high-grade finishing materials.



TWO OF THE FIVE SPECIALIZED HOUSE ORGANS.

The Spectrum is always uniform in size and one of its main features is the variation of the cover designs which are always made as attractive and artistic as possible. This publication circulates among a selected list of architects who receive great quantities of advertising literature of various descriptions through the mails and cannot be reached effectively except by an artistic and still a practical pamphlet or house organ. *The Spectrum* gives specifications which are invaluable to every architect who receives it and he preserves each number for his files to refer to when writing up painting and varnishing specifications for large buildings, residences, etc.

In each issue of *The Spectrum* there is a handsome color insert

which is usually designed by the Sherwin-Williams Decorative Department and which shows the architects the exact illustrations in the actual colors which his clients can secure by carrying out the given scheme.

During the year just closed special numbers were devoted to Japan, Great Britain, the Pottery Industry, the Hudson Terminals, and



the publishers have under way some special numbers on hotels, residences, etc. It has been found that these different features brought together in one issue, tend to keep up the interest of the architect more than a general mixture of descriptions which would soon become monotonous.

The Colorist, a little publication which is issued each month for the painter and decorator, is not very elaborate but at the same time it is very attractive and its greatest benefit to this class of trade lies in the fact that it contains handsome color reproductions and tells how they can be obtained at moderate cost to the householder and property owner. Then, too, it gives practical information to the painter and decorator about advertising, the manufacture of different products, and the application of them as well as giving him a ready list of Sherwin-Williams materials which he can refer to at any time and find immediately just the product for the purpose he has in mind. *The Colorist*, although only a little over a year old, has found a place among the leading painters' journals, although there is no subscription price charged. Still it is valued highly by its recipient.

The dealer, somewhat like the

architect, is flooded with all sorts of advertising matter continually. With the exception of his regular trade paper, he devotes little time to reading other literature so in order to hold his attention it is essential that there be sufficient business helps and just the proper mingling of humor and serious veined matter to hold his attention. *The SWP*, going to a large list of dealers throughout the world, is not an elaborate publication, but more along the lines of a trade paper as it gives practical information about selling paints, keeping up the stock, reaching the various kinds of consumers and tells the dealer how to become a better merchant by co-operating closely with the manufacturer. *The SWP* was among the first house organs of prominence, dating as far back as 1899, when it was scarcely more than a two-sheet folder and more of an announcement than a publication.

A little less than a year ago the *Home Decorator* was inaugurated, because the company had a firm belief in great possibilities for establishing a universal trade among housewives who were anxious to make their homes attractive at little cost by the use of paints, varnishes, stains,



enamels and stencil colors. The magazine is not a pretentious one, being only eight pages, but has taken this form with a purpose in view, that purpose being to make it a suitable reference and to permit of enclosing in an ordinary letter-sized envelope. There is an unusually large field for the Sherwin-Williams Company among houseowners. The circu-

lation of the *Home Decorator* is increasing rapidly and bids fair to surpass all expectations as a result giver as well.

The last of the series of five house organs, *The Chameleon*, was really the first in existence, going back to a slightly earlier date than the *S.W.P.* It is issued in the interest of the Sherwin-Williams loyal staff and merely treats of inside matters peculiar to the company and its many branches.

WANTS TO ADVERTISE NATIONALLY.

WEAVER HARDWARE COMPANY,
ROCHESTER, N. Y., March 9, 1910.

Editor of PRINTERS' INK:

We are your regular subscribers and are in want of some advice. We enclose you herewith a descriptive circular of a display rack for displaying advertising matter, which is well adapted to stores of all kinds, also manufacturers. We would like to get in touch with the right advertising agency to handle this matter for us in a national way. Kindly advise us whose hands to put the matter in and greatly oblige.

B. P. WEAVER,
Treasurer.

MR. HAZEN LEAVES McCLURE'S.

Josiah J. Hazen, who for the past year has been advertising manager of *McClure's Magazine*, has resigned that position and severed his relations with the periodical, Thursday, March 10th. Mr. Hazen has not decided upon his future plans. He was formerly advertising manager of *Life*. Curtis P. Brady, formerly advertising manager of *McClure's*, succeeds Mr. Hazen.

Collin Armstrong, president of the Collin Armstrong Advertising Company, who for twenty-four years was the financial editor of the *New York Sun*, was elected president of the *Sun* Alumni Association at the annual dinner held on Saturday, March 5th.

C. N. Manfred, formerly advertising manager of the H. W. Johns-Manville Company, New York, has just been appointed Eastern manager of the *Journal of Electricity, Power and Gas*, of San Francisco. His headquarters will be at 150 Nassau Street, New York.

William T. Diehl has recently acquired the Western territory on the *Woman Beautiful Magazine*, of Chicago. He has lately also accepted the advertising managership for *Men and Women*, of Cincinnati.



THE SYRACUSE EVENING JOURNAL

Over 30,000 Copies Daily

With no intention on our part of decrying the merits of our worthy competitors, we would like to lay before every interested advertiser and advertising agent facts and figures in our possession which show the circulation of the SYRACUSE EVENING JOURNAL and its growth year by year.

Also the volume of advertising carried by the SYRACUSE EVENING JOURNAL and its growth year by year.

We know that when any advertiser or advertising agent thoroughly and correctly informs himself on the Syracuse newspaper situation the JOURNAL profits thereby.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

The Foreign Born American is a Consumer to Reckon With

He numbers Fourteen Million—one-sixth of the entire population of the United States.

He is assimilating American ideas faster than you realize.

He is always receptive to the word of suggestion.

If he is not buying your product it is because you have not told him about it.

But he does not read English. The only way you can reach him is through the newspapers published in his own language.

You can work this field satisfactorily through the American Association of Foreign-Language Newspapers—an alliance of 321 newspapers, published in 24 different languages and covering the United States and Canada with their circulation.

And what is more, you can present your story just as forcibly as you do now in English. The Association Translating Bureau puts your copy into the vernacular of any one or all of the twenty-four languages.

For rates and expert advice on merchandising in the foreign-language field—address

LOUIS N. HAMMERLING, President

**American Association of Foreign-
Language Newspapers**

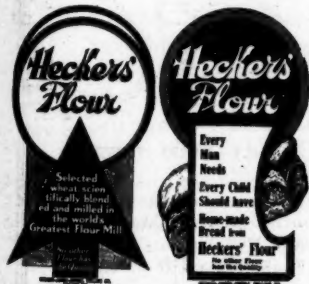
WORLD BUILDING, NEW YORK

THE UNIVERSAL BUT DIFFICULT MARKET FOR FLOUR.

THE STANDARD MILLING COMPANY'S TERRITORIAL DIVISIONS AND BRANDS — HECKER'S INTERESTING DEFENSIVE CAMPAIGN — BOLD "SWIPE" — A PACIFIC COAST FLOUR'S BRIGHT COPY.

Flour is one of those few commodities which are absolutely universally consumed. The humblest shack in the most isolated district, the very Indians on their reservations in the far-north Hudson Bay country, as well as the millionaires in their Fifth avenue mansions, are consumers of flour.

To advertise flour, therefore, is a most all-inclusive proposition. It is even hopeless to reach *every* consumer of flour, and one family is practically as good as the next. It comes down, consequently, to a territorial basis by sheer necessity, for a flour with a very good national distribution which came at all near to its opportunities, would require a veritable army of millmen and a veritable city of mills.

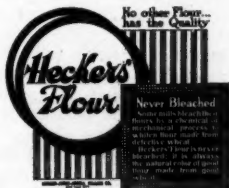


SOME STRIKING HECKER LAYOUTS.

This explains why just one or two flours enjoy what might be really called a national distribution. No one concern seems able or courageous enough to swell up its productive and distributive energies toward seeking a large proportion of flour trade in *every* part of the country. Either a general publicity policy like that of Washburn-Crosby and Pillsbury or

else a territorial concentration like that of the Standard Milling Company and other concerns seems to be the rule.

The Standard Milling Company is entirely in the background of the business of flour selling and advertising, but it is operating a most interesting campaign of flour marketing and advertising on the territorial plan. It is the hold-



CAUGHT IN THE ACT OF SWIPING HECKER'S COPY.

ing company for "Hecker's" and "Ceresota" and other territorial brands of flour, which it is advertising in their respective selected territories.

Hecker's is a distinctly New York City proposition, and the great Hecker-Jones-Jewell mills are said to be among the largest in the world, and yet they supply only a part of the sales in a comparatively few square miles!

"Ceresota" is another flour which is in the Standard Milling Company circle, and which by a mutual understanding does not invade the New York field, nor does Hecker's invade the field of "Ceresota." Other brands of the affiliated flours are advertised in other sections of the country, which the remaining Standard

Milling Company brands do not invade.

The advertising pace set going last year, when Washburn-Crosby invaded New York City with a \$100,000 campaign, and Pillsbury invaded Brooklyn with the same strength, has not yet subsided. Hecker's is being advertised with



EFFECTIVE COPY AND LAYOUT FOR A
PACIFIC FLOUR.

better copy and more insertions than ever before. The battle between the big national flours and the local flour is by no means yet finished, and Hecker's seems to be maintaining its volume of sales very well.

Incidentally, it may be remarked that the Hecker advertising has



"REASON WHY" COPY.

more than once been boldly pilfered. "Napoleon" Flour (one of whose ads was unlucky enough to win a prize in PRINTERS' INK's worst ad contest some months ago) has been a particular offender, as demonstrated herewith.

An unusually interesting independent flour advertiser is the Portland Flouring Mills Company, makers of Olympic Flour, and a

specialty, Olympic Pancake Flour. It is making the Pacific Coast its special hunting ground. F. L. Shull, secretary, tells the following concerning the company's advertising activities:

"We started advertising because we desired more business and felt that a systematic campaign covering a designated territory would produce results. We presume to some extent we were influenced by the advertising that has been done by some of the leading eastern mills, notably the Washburn-Crosby people.

"We have only attempted to cover Washington and Oregon, but are doing this thoroughly through advertising in the principal dailies and weeklies throughout the two states mentioned. While our "Olympic" flour has a much larger sale in Oregon and Washington than any other brand of flour, there is a continuous addition to



BACKED UP BY MOTHER.

our population and we wish to get our share of the new business, however national in scope this will lead us to. At the same time it is our object to secure better co-operation on the part of the retailer, by showing him that we are creating a demand for our flour."

The Olympic Pancake Flour copy is some of the best copy appearing on the coast and is evidently making good.

The Egg-O-See Cereal Company, Quincy, Ill., is conducting an extensive outdoor campaign on billboards in St. Louis and East St. Louis, advertising "E-C Oats." The St. Louis Billposting Company is handling the advertising in these two cities.

BEAUTIFUL HOMES

has sold Seven of Its Remaining Nine Back Cover Pages for 1910 to One Advertiser

One of the most prominent, high-class advertisers in America—a manufacturer of stains, varnishes, etc.—has used the equivalent of four full pages in BEAUTIFUL HOMES during the last seven months, and we now have his order for seven of the remaining nine back cover pages which we have sold for the year 1910.

This looks like BEAUTIFUL HOMES, *after a thorough test*, has been favored with more of this advertiser's business than any other magazine published—a fitting testimonial to its value for high-class advertisers.

If you will examine a copy of BEAUTIFUL HOMES, you will agree that we are justified in our assertion that it is making good to its readers.

Any publication doing that invariably makes good for its advertisers—if the rate is right—and BEAUTIFUL HOMES rate is more than right—it is too low, and we expect to advance it very soon.

Start your copy with the May issue, which will reach the readers about April 20th—an ideal time to appeal to prospective home builders and home improvers—a splendid time to reach our entire clientele.

Last May Forms Close April 1st

Advertising Rate

50 Cents Per Line

There are numerous publications that display and describe the homes of the very rich, which few can hope to more than envy. BEAUTIFUL HOMES is not that kind of a publication—its pages are devoted to the building and improvement of homes (and their surroundings) that are in the \$1,000 to \$25,000 class.

Unlike other home improvement publications, BEAUTIFUL HOMES is thoroughly practical in its character—it *seriously* interests its readers.

Every subscription is secured and every news-stand sale is made on pure merit alone—no special inducements are made to subscribers or news-stand buyers—every copy means an interested reader.

Let us send you complete rate card and copy of our March issue, which speaks for itself. You will find that BEAUTIFUL HOMES is everything the name would imply—that its contents are designed to supply and help home owners and prospective home builders with practical information.

The Lewis Publishing Co.

CAL. J. MCCARTHY, Adv. Mgr.,

UNIVERSITY CITY,

ST. LOUIS, MO.

Chicago Office:

First National Bank Bldg.

New York Office:

Flat Iron Bldg.

50,000 Pounds of Pure Gold

were handled in the United States assay office at Seattle during 1909. The actual coining value was \$12,864,268.21. This tremendous stream of the precious metal pouring into Seattle is equaled only by the

Golden Stream of Results

pouring out from Seattle to those wise advertisers who covered this rich buying section during 1909. The stream will be still larger in 1910. You can diverge a big part of it in your direction by using the only

Gold Mark Newspaper

in Seattle—the paper which has not only the largest quantity, but also the highest quality of circulation in this entire territory—the

Seattle Times

—the fastest-growing medium in the fastest-growing market in the world. The *Times* figures prove it. Here they are:

CIRCULATION—During February, 1910, the average circulation of the *Times* was:

Daily, - 65,368
Sunday, 88,530

This represents a gain over February, 1909, of 5,932 daily and 4,768 Sunday.

ADVERTISING—During February, 1910, the *Times* carried a total of 995,610 lines of advertising. A gain over February, 1909, of 47,292 lines.

The *Seattle* section and the *Seattle Times* offer a golden opportunity to the enterprising advertiser.

TIMES PRINTING CO.,
Seattle, Wash.

**The S. C. BECKWITH
SPECIAL AGENCY**

Sole Foreign Representatives

New York Kansas City
Chicago

AN ADVERTISER MADE UNEASY BY SHARP FORM LETTER.

JOHN WILDI EVAPORATED MILK CO.
HIGHLAND, ILL., Feb. 25, 1910.

Editor of PRINTERS' INK:

We are enclosing herewith letter received by us from Street & Finney, New York City. It is evidently a printed form letter with our name filled in. You will note, however, that they seem to think that our booklet is a very poor piece of literature.

As we are a new company, our business is somewhat limited and we have never extended our business as far as New York City, so we doubt whether they actually saw one of our booklets or not, but, fearing that they may have done so and that there may be some just ground for criticism, we are enclosing herewith one of these booklets and would like to know whether you think it as bad as they say.

In explanation will say that our booklets are, of course, prepared for the consumer and not for the merchant, and that a large part of the booklets we get out are left in grocery stores for distribution to the trade. We have found that there is great waste in this and that they do not all reach the consumer, and we have tried every other method we can think of to get them into the hands of the proper parties, but we find that if we distribute any great amount of them, we must do so through the retailer in hopes that as many as possible will be judiciously distributed.

Figuring in the chance that we have to get the booklets to the housewife: we never felt it would pay us to get up anything very elaborate or expensive, and our aim has been to get out a booklet that we would not have to be ashamed of and, at the same time, get out one that is not too expensive.

J. NAT. MONTGOMERY,
Sec'y-Treas.

[EDITORIAL NOTE.—The form letter which made this advertiser feel uneasy is a rather radical effort, calculated to put recipients upon the defensive. The radical paragraph is as follows:

"Why don't you get out an advertising booklet that will actually earn a profit on your expenditure? You think you have. Of course you do. Every advertiser does. But he really hasn't. He only thinks he has. As Bernard Shaw says: 'He is too well satisfied with himself.'"

The booklet issued by the advertiser is an excellent production typographically, but the copy does not go far enough. It is called "Some Everyday Dishes," and the cover is a pastoral photograph of a herd of cows wading through a stream in a meadow. The recipes are all excellent.

A booklet such as this, however, should have something more than just recipes to give it strength—it should contain something convincing for the milk itself. As it stands now, the booklet is practically as good an argument for any other evaporated milk—in the absence of an individualizing argument.]

CARRYING OUT MARSHALL FIELD'S PRECEPT, "THE CUSTOMER IS ALWAYS RIGHT."

Two young men who are employed in a big department store were dining together. "Well, how many times did you lose your job to-day?" asked one. "I had an easy time of it to-day," replied the other. "I was only fired six times."

A friend seated at the table with them expressed surprise at this remarkable conversation.

"Well, you see it's this way," said the one who had first spoken. "Tom happens to be the store's professional fired man. There isn't an hour goes by but some disgruntled customer comes in with a complaint about some error and demands that the person who is responsible for the error be reprimanded. That's where Tom comes in. He is sent for and told that the mistake is due to his carelessness, and that his services are no longer required. Tom goes away, apparently crestfallen, and awaits the next summons."—*N. Y. Sun.*

BIRMINGHAM "NEWS" CHANGES HANDS.

An item of considerable interest in the newspaper field in the South was that which came from the Birmingham *News* the other day, announcing that Victor H. Hanson and Frank P. Glass has acquired a majority control of that newspaper. Together with the number of shares which Mr. Hanson bought some time ago from General Rufus Rhodes, his present purchase gives him a six-tenths interest. Mr. Glass has acquired 250 shares, or a fourth interest.

There will be no change in policy as a result of the change of control. Both Mr. Hanson and Mr. Glass have enviable records throughout their section of the country as successful newspaper men.

TECHNICAL ADVERTISER WILL ENTER GENERAL FIELD.

THE GENERAL SPECIALTY COMPANY.
BUFFALO, N. Y., Feb. 27, 1910.

Editor of PRINTERS' INK:

It may interest your readers to know that we expect to go into the general field with a high-class proposition that will appeal to all housekeepers of moderate circumstances within the next few months. We will be glad to have rate-cards and sample copies for reference.

E. F. HASSON.

Dundas Henderson, who has been editor for a very short time of the *American Musician*, has left to go to Spokane as editor with the Allan Haynes Company, the publishers of the *Inland Observer* and the *Inland Herald*.

The Pen and Pencil Magazine Company has been incorporated at Boston at \$25,000 to do a general advertising business.



SATURDAY GLOBE

Week after week for several months we have told the story of the UTICA SATURDAY GLOBE in these columns. We have invited requests for further information, in nearly every one of the advertisements, and our invitation has been generously accepted.

Have you read the advertisements? Do you know that THE UTICA SATURDAY GLOBE goes each week into 140,000 homes of thrifty, progressive, thinking, buying people in a section of the United States notable for its continued prosperity?

Do you know that these homes are largely located in the small cities, towns and villages of this section and in communities not so easily and economically reached by any other form of advertising media?

We offer you a chance to tell your story to the kind of people described above at an insignificant cost per home.

May we tell you more about it?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Kicks and Halfpence

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

The question of substitution is one with varied answers. Most manufacturers, if cross-examined, would admit that while they deplore substitution of another article for theirs, they would rather like to see their article substituted for a competing one.

When the word "substitution" is used it is generally defined as the operation of persuading a purchaser to give up his intention to buy a certain article and to accept another in place of it, the reason given being that in the clerk's estimation the article offered in substitution is better than the one asked for. The real reason is supposed to be that the article offered in substitution either pays the dealer a greater profit, or is one of his own preparations, as in the case of drug stores, while the article for which the customer has asked is supposed to be one that has been widely advertised and upon which the manufacturer is trying to build up a demand.

This is simple substitution. There is nothing illegal or even immoral in any dealer's trying to persuade a customer to take a different article. It may be bad business for several reasons, but it is not necessarily bad conduct.

There is another form of substitution, however, which verges closely upon sharp practice, and might even be designated by a harsher term. That is where a store deliberately gives a customer a different article from the one asked for and trusts that the customer will not find it out. This is not only bad business, but it is dishonest. It hurts the standing of the store that practices it or permits it to be practiced.

* * *

A flagrant instance of this has happened recently in my own experience, which I am going to give

in detail as it illustrates just what I mean, and also because I hope by this means to reach those in authority who probably are ignorant of what is done in their name.

The Gorham Company, New York, is one of the best stores in its line in the world. It is widely known as a first-class store. I am sure that most people will be surprised that the incident I am about to describe is true.

Wishing to secure some stationery for my wife, I took her dies to the stationery department of The Gorham Company at their beautiful Fifth avenue building, and ordered half a ream of Crane's Linen Lawn to be stamped with two dies, one quarter ream each. I was particularly anxious to secure Crane's Linen Lawn, so I made it very clear to the clerk who took my order that that was what I wanted. The clerk opened a large sample book in order that I might pick out the size of paper wanted, and I indicated the size. The clerk then said:

"You wish your order stamped upon this paper," indicating the size I had selected.

I replied: "No. I wish it stamped upon Crane's Linen Lawn, but that size."

The clerk replied: "That is all right. That sample is Crane's Linen Lawn."

Some question came up about the color of the ink, and I promised to write the next day and let him know. I wrote ordering it stamped in black ink, and reiterating that the paper I wished was Crane's Linen Lawn.

In the course of ten days the order was delivered. A very hasty inspection showed that the paper delivered was not Crane's Linen Lawn, but was another paper made in imitation of Crane's Linen Lawn and named in imitation of Crane's Linen Lawn. The water-

mark on this paper was plainly apparent in each sheet.

I went to the store of The Gorham Company, asked for the manager of the store and made my complaint. The manager admitted that I had ordered Crane's Linen Lawn, that my correspondence clearly showed that, and put it up to the manager of the stationery department who made the following defenses:

1. That they did not know that any particular kind of paper was important to me.

2. That they did not handle Crane's Linen Lawn.

3. That they supplied Crane's Linen Lawn if a customer insisted on it, but that they thought the paper substituted was better.

4. That the paper substituted was better.

5. That the paper substituted can be secured in New York, while Crane's Linen Lawn was difficult to get.

They seemed to think that it was a very small matter to make a fuss about, and very kindly offered to do the entire job over on Crane's Linen Lawn. This I refused and demanded my dies back, and asked them to take away the paper which I had not ordered. They did.

None of the defenses made were true, and I cannot escape the feeling that the head of the stationery department knew they were not true. If he did not know these facts, he certainly was not competent to be the head of the stationery department in such a house as Gorham's.

I cannot believe either that a mistake was made. I believe, as one naturally would under the circumstances, that the attempt to make me take another paper which I did not want, and did not order, for one I did want and did order, was intentional and was part of the policy of the department.

Just how much this procedure is known to the heads of The Gorham Company I could not find out. The bad business policy involved is easily shown when you realize that a great many of the articles bought in a store like Gorham's must be taken on faith.

For instance, how can one trust the statement of a clerk in regard to the quality of a piece of jewelry, or as to whether an article is solid or plated, if he has found that in another department a clerk will deliberately falsify in order to sell an inferior piece of goods to a customer who has demanded something better?

Personally I feel that this is an extreme instance—not a part of the fixed policy of the Gorham store, but a question of very bad business judgment on the part of the stationery department. However, it hurts the whole store. It is probably being done with other customers as well as with myself. It has had the effect of driving me away from that store entirely, and it probably drives others away.

The question is, What possible advantage can the Gorham stationery department get from conducting its business this way that will make up for the actual damage that it does to the reputation of the store?

Still Another Record

During February, 1910

The
Chicago Record-Herald

**Contained
1,222 Columns
of Display Advertising**

the largest amount of display advertising printed in any February in the history of the paper and

**A Gain of
55,711 Lines**

The
Chicago Record-Herald

**NEW YORK OFFICE
437 FIFTH AVENUE**

A TROY ADVERTISING TRAIN.

The Commercial Travelers' Association of Troy will run an advertising train through the country tributary to that city in April, which will be known as the Troy Publicity Train. Stops will be made at forty-nine cities and towns, and it is estimated that the people who will visit the train will total 700,000, who will come from ninety-three cities, towns and villages. The train will consist of five baggage cars, divided into compartments which will be leased to exhibitors, two sleeping coaches, and a diner. It is expected that all exhibitors will be manufacturers or wholesalers on a large scale, who have an important trade in the region to be visited. The train will be equipped to show what they can boast of in the line of manufactures. Salesmen will accompany the exhibits, and representatives of the association will be in charge of the train.

CALKINS ON COPY.

An excellent and thoroughly practical talk on "Copy and Its Preparation" was given on the evening of March 9th to the advertising class of the Twenty-third Street (New York) Y. M. C. A. by E. E. Calkins, of Calkins & Holden.

Mr. Calkins spoke strongly in favor of using the work of the very best artists for advertising, and illustrated his points with lantern slides of copy used for Cluett, Peabody & Co., Edison Phonograph Company, etc.

Among other questions brought up at the close of the session was one concerning the experience of a well-known real estate concern. A poor typograph-

Piano "Puzzle Contests," Prize "Due Bills," "Coupons" & "Bonds"

The legitimate, honorable & honest piano trade of Philadelphia has suffered pretty severely from dishonest competition at various times, & sometimes at the hands of those from whom different things had been expected.

But it is only recently that there has been introduced a form of jugglery which has made victims of thousands in the West & elsewhere, which called forth most violent denunciation at the Piano Dealers' Convention in Detroit last June, & has been exposed & anathematized by respectable newspapers & dealers everywhere.

"We refer to the 'Puzzle Contests' or 'Limerick Verse Contests' or any other form of 'Contest' that provided for mis-leading 'Coupons' or 'Bonds' or 'Due Bills' given as prizes for correct solution of the puzzles.

These puzzles are so simple that any one can solve them.

The "Contests," like the so-called "Piano Clubs," depend for success upon deception.

The deception, as the musical journals term it, consists in taking a piano that may be worth \$200 & pretending that it is worth \$250. If you solve the puzzle correctly (i.e., of course, anybody can solve it correctly), you get a due bill worth \$50 or \$75 or \$100 or \$150 toward the purchase of the "350" piano, which is only worth \$200.

Generally, one piano is given away free to the one whose solution is "received

first," or that sends the "nearest solution or something of that sort, & the name of the party is advertised & exploited to show that the promoters do as they agree, & to attract new dupes for the next "Contest."

Of course, the piano is paid for many times over by the other "successful contestants," or victims, who bring their due bills for \$50 or \$75, & then pay the balance of \$200 or \$275 for a piano that could be bought here, or most anywhere, of any honorable house, for \$200, so that instead of getting a reduction they really pay much more than the same piano (or one of the same quality) could be bought for elsewhere.

It is only a misinterpretation, but such an obviously apparent one that we wonder as many are misled thereby.

We shall take occasion to publish from time to time extracts from the various music journals of this country in condemnation of the practice.

In the meantime, if any one is especially interested & will call, we will be pleased to show them such articles confirmatory of this statement as will prove our contention, which is made in the interest of all piano dealers whose business is conducted by legitimate methods & legitimate piano.

JOHN WANAMAKER

City Hall Square

HOW JOHN WANAMAKER REGARDS CONTEST ADVERTISING.

ical display had been improved, but returns immediately fell off. Mr. Calkins expressed the opinion that a poor layout could be bettered without affecting the efficiency of the copy.

The Chamber of Commerce of Denver has issued a new book describing the town and is giving it wide distribution. In the book are tables showing the cost of house rent, what coal costs, what it costs for light and water, telephone rates, and nearly everything else in the line of daily expense.

The *Daily Times-Citizen* and the *Morning Tribune*, of Urbana, Ohio, have been purchased by the Gummer Publishing Company. They will be consolidated.

The Letter that Sells and the Letter that Doesn't

EVERY business man can write a letter, and the natural thought is "why buy a letter when I can write one?" But a "letter" and a selling letter are two widely different propositions. Every man can canvass, but the man who can make a selling canvass is comparatively rare. All men can attempt salesmanship, but only a very few become actual salesmen.

Remember we write selling letters.

The Business Development Company of America

"Writers of Letters that Pull"

119 NASSAU STREET : NEW YORK CITY
Phone 5374 Cortland

This is That Publication

LIFE

The one they are all talking about because it has shown more life during the last year than during its previous 26 years.

1909

January average circulation per issue, 48,300				
February	"	"	"	49,500
March	"	"	"	50,100
April	"	"	"	52,600
May	"	"	"	56,900
June	"	"	"	57,000
July	"	"	"	62,000
August	"	"	"	62,100
September	"	"	"	62,500
October	"	"	"	71,800
November	"	"	"	69,500
December	"	"	"	82,500

1910

January	"	"	"	86,500
February	"	"	"	98,700
March	"	"	"	100,000

And an advertising increase equally remarkable. But it is the live circulation which advertisers are interested in and taking advantage of.

Then, too, LIFE has the most unique make-up on its advertising pages of any publication printed. And LIFE has more readers per copy and is retained as is no other publication. Just make a memo about LIFE and ask the opinion of any reliable advertising agent.

Would you like to have a sworn circulation statement or other information? I will be glad to send it.

GEORGE B. RICHARDSON,

LIFE'S Advertising Manager, 17 W. 31st St., New York.

B. F. PROVANDIE, Western Manager, 1204 Marquette Bldg., Chicago, Ill.



Little Stories of Adve

No. 6.—What taking the dealer into

This is a story of a staple every-day household necessity that w
petition, placed on a paying basis for all concerned and is to-da
The manufacturer made a good article to begin with—stood ba
Being sold through jobbers in competition with a dealer lower p
to buy better goods and pay a little more for them.
The R. N. A. planned an advertising campaign to the dealers.
Dealers all over the country sat up—noticed—bought and sold
The first year's campaign was a success—other campaigns follow
The goods are sold by the yard.
Five plants are required to take care of present demand—w
miles of these goods per day.
This manufacturer has secured a country-wide distribution of
dealers so that they will not have a chance to buy his brand
Let us refer you to this advertiser—ask him if we will the truth

*"R. N. A. results, for dollar
without parallel in advertis*

Write for our "Little Stories" Booklet—an invitation to ev
to earn more.

The Root Newspaper

INCLUDES:
Dry Goods Economist.....New York
Dry Goods Reporter.....Chicago
The Milliner.....Chicago
Drygoodsman.....St. Louis
Shoe & Leather Gazette.....St. Louis

Address nearest (

of Advertising Success

ae dear into your confidence can do

household name that was lifted from profitless price-cutting com-
all concerned and is to-day the acknowledged leader in its line.

to begin with stood back of it, too.

tion with a lower priced line the problem was to get dealers
more for their money.

campaign to the dealers.

noticed—bought and sold these goods.

—other campaigns followed with still greater success.

of present demand—which requires a production of nearly 150

ry-wide distribution of his product but keeps everlastingly at the
ance to keep his brand and what it stands for.

him if we tell the truth when we say:—

results, for dollar invested, are
parallel advertising records."

—an invitation to every advertiser who wants his appropriation



newspaper Association

INCLUDES:

New York	Twin City Commercial Bulletin..	Minneapolis-St. Paul
Chicago	The Hardware Trade.....	Minneapolis-St. Paul
Chicago	Boot & Shoe Recorder.....	Boston
St. Louis	Cleveland Trade Bulletin.....	Cleveland
St. Louis	Pacific Coast Merchant.....	San Francisco

Address: Forest Office



We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

**HOME OFFICE: FLATIRON
BUILDING, NEW YORK**

**WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO**

**PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO**

CREATING TENANTS FOR BIG OFFICE BUILDINGS WITH ADVERTISING.

FIFTH AVENUE, SINGER AND MARBRIDGE BUILDINGS BEING POPULARIZED AS BUSINESS LOCATIONS BY AGGRESSIVE DISPLAY IN NEWSPAPERS—OUT-OF-TOWN PAPERS ALSO USED.

It seems odd to think of the renting space of a big city office building as a perishable commodity, but that is one of the points considered by the Fifth Avenue Building Company, New York, when it decided to advertise vigorously before the completion of the structure.

Small classified ads had been running now and then in the New York dailies during the summer after the Fifth avenue building was begun. The advertising seemed to be of a most perfunctory kind. As far as could be found, it slid out from under the eye of the office renting readers as something that could be passed up without any loss.

But, during the summer of 1908, J. A. Richards, of J. A. Richards & Staff, was deliberating upon how more resultful advertising might be done. There were few precedents to go by. Here was an immense building, with hundreds of offices, of the best modern construction. What could be said that would grapple public attention; that would make the Fifth avenue building the haven-to-be-desired by the wide-awake business man or corporation?

He arrived at some definite conclusions. He approached the building company with arguments aimed to strike home. What he said, in substance, was: "Gentlemen, your building, according to contract, is going to be finished and ready for occupancy on May 1, 1909. It is now late in the summer of 1908. Does it look as if the building would be filled on May 1st? It does not. I advise that you advertise, and advertise promptly and strongly. Why?"

"You have a perishable com-

modity in the offices which you have for rent. Every day that passes after the building is opened decreases, in the eyes of the public, the desirability of any empty space. You must get the good will of the business population in advance. It will be the desire of folks to locate in your building that will give value to it. Take time by the forelock and cause a mention or a sight of the Fifth avenue building to bring to mind a number of peculiarly favorable points about a location there."

He had no sooner heard the owners say, "Go ahead," than he had his campaign under way. He

A HIGH-GRADE OFFICE BUILDING
Ready for occupancy
May 1, 1909

FIFTH AVENUE BUILDING
Site of Fifth Avenue Hotel
New York

Hand him a card with the address of your New York office, "Fifth Avenue Building, Fifth Avenue and Broadway," and he will see at once that you are at the center of business activity. The advertising effect, the prestige and the economy of this location are of great value.

Fifth Avenue Building Co., Owners
Temporary Address:
Remont Building, 111 Fifth Avenue, New York
Telephone: Murray 129

TWENTY-THIRD STREET

TWENTY-FOURTH STREET

FIFTH AVENUE BROADWAY

APPEALING TO THE ADVERTISING SENSE.

planned advertising that should impress desirable tenants, such as large corporations and other important businesses. He used the *Sun*, the *Evening Post*, the *Herald*, the *Evening Sun*, the *Mail*, the *Globe*, and the *Times*. His copy was eighty lines, double column, and the freshness of its interest was not allowed to evaporate before a change was made. Car cards were also put in the Hudson tunnels.

But the most interesting departure, perhaps, was the use of papers in other and distant cities. In all, nine dailies in out-of-town places were on the list: the *Chicago Tribune* and *Record-Herald*,

There are millions of pocketbooks in New York accessible to the manufacturer who has an office there, in a location where the tides of trade flow together. There is only one Broadway and Fifth Avenue and only one place where they meet. Locate there, in the Fifth Avenue Building.

The advertising was only one of the forces employed to bring in tenants. Solicitors, circulars and the whole paraphernalia of developmental activity were kept busy. The building's ground floor directory is gradually filling up with a highly respectable list of names, among them some whose bearers give the newspaper advertising the major credit for their going there.

WHO could be lonely
on this corner?

**Tunnels, Subway,
ways, Elevated and Surface
cars meet here.**

Offices to let.

The MARBRIDGE

Broadway, 34th & 35th Streets.
Representative on premises.
Or your own broker.

Advertising in the newspapers was assigned to help fill the Marbridge building, at Sixth avenue, Broadway and Thirty-fourth street, New York. For so big a job the advertising has occupied a remarkably small amount of space. The space to which the Marbridge building seemed most addicted was single column, two inches. The New York public has scented something strangely familiar in the tone of the copy, which had a pungent brevity and sang froid terseness. This was explained when it was discovered that the campaign was being handled by the advertising department of Rogers, Peet & Co., whose clever, pointed clothes ads have become famous. In the copy the business attractions of the location are set forth pithily from time to time.



NASHVILLE

Last Sunday, March 13, 1910, Mr. Milton B. Ochs completed his first year as publisher of the NASHVILLE AMERICAN, and the occasion was fittingly celebrated.

On March 14, 1909, one hundred and ninety prominent Chattanooga citizens joined in a remarkable testimonial to Mr. Ochs, which took the form of a two-page advertisement in the NASHVILLE AMERICAN.

Mr. Ochs has more than fulfilled the enthusiastic prophecies of his former fellow citizens.

THE NASHVILLE AMERICAN is a greater newspaper to-day than it has ever been before. As a newspaper, it is more complete, editorially more powerful, and as an advertising medium more effective.

Keep your eye on the NASHVILLE AMERICAN.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Accessibility has also been touched upon with Rogerspeetian brevity. The Marbridge advertising is still appearing intermittently in the *New York Evening Post*, the *Sun*, the *Times*, the *World*, and the *Herald*. The advertising ran in February, March and April, 1909, and was revived in the interests of spring-movers last January. The publicity, it is said, is meant to be not only a business maker for the building, but also a helpful boost for the tenants who have already located there. The owner of the building is W. R. H. Martin, of the Martinique Hotel, New York.

It was the disconcerting rise of new buildings in the neighborhood that drove the Singer Manufacturing Company into the newspapers to advertise rentable space in the Singer Building, on lower Broadway. It seems, according to the explanation given, that the fame of the Singer Building with its wonderful tower had actually overawed the common or garden variety of business man and had made him as-

sume that offices there were far beyond his means. Many of him were flocking to newer buildings, however. It was to convince this kind of man that the advertising of the building was begun in the middle of February. It was pointed out in the copy that there

**Make Your
Office
in the
Most Famous
Structure
in the
World**



There is a temporary opportunity to secure quarters in the

SINGER BUILDING

Large and Small Offices; some for as little as \$300 per year.

The advertising value alone is almost worth the rent.

Rental Offices on Premises.

THE SINGER MANUFACTURING COMPANY

AN AD THAT SOLD \$6,000 OF RENTING SPACE IN THREE WEEKS.

Which German Daily Carries the Most Advertising?

It may surprise you, but with 12,088 columns last year, we believe you will find at or near the top of the entire list of German dailies in America the

New Jersey Freie Zeitung

For 52 Years the Daily and Sunday Family Newspaper of the German people in and around Newark, N. J.

Put It On Your List

was some room available in the building, that offices could be rented for as low as \$300 a year, and that the Singer Building address was a good advertisement for any firm to have. The campaign produced results. In three weeks the advertising disposed of \$6,000 worth of renting space and spread the understanding that the ordinary business man could afford to locate there. This was the first advertising ever done in the newspapers for the Singer Building. Practically all of the English dailies of New York carried the copy.

The Des Moines Admen's Club was addressed March 7th by E. St. Elmo Lewis.

The Granulator Soap Company is now running newspaper copy extensively in the New York, New England and Chicago newspapers and pages in the magazines about its device, the Soapitor.

LESLIE'S

ILLUSTRATED

WEEKLY

Do you realize what a tower of strength LESLIE'S WEEKLY is in the periodical field?

There's nothing like it for steady, substantial growth—nothing to equal it, line for line and dollar for dollar, in the value of its advertising space.

Here is the circulation by States and by sections. Examine these figures with care, because they MEAN SOMETHING TO YOU.

Analysis of Circulation

Issued February 1, 1910

SWORN STATEMENT BY STATES

Middle States	Eastern States	Southern States	Western States
Ill..... 14,992	Conn... 3,645	Ala..... 1,580	Ariz.... 36
Ind.... 6,222	Del.... 609	Ark.... 1,599	Cal..... 1,322
Iowa... 5,092	D. C... 1,217	Fla.... 2,037	Colo... 3,410
Kansas. 2,424	Me..... 1,344	Ga..... 3,235	Idaho.. 570
Mo.... 10,617	Mass... 10,315	Ky..... 3,411	Mont... 1,411
Mich... 8,750	Md..... 3,024	La..... 2,892	N. M... 39
Minn... 7,426	N. H... 1,013	Miss. 1,353	Nev.... 14
Neb. ... 4,606	N. Y... 33,319	N. C... 1,560	Okla... 1,429
N. D... 2,293	N. J... 8,019	S. C... 956	Ore.... 731
Ohio. 18,298	Pa..... 20,728	Tenn... 2,736	Texas.. 8,659
S. D... 2,022	R. I... 1,327	Va..... 1,975	Utah... 1,503
Wis.... 9,109	Vt..... 773	W. Va.. 1,290	Wyo... 429
			Wash.. 3,979
91,851	85,333	24,624	23,532

Middle States	91,851
Eastern States	85,333
Southern States	24,624
Western States	23,532
Alaska, Mexico, Canada and Foreign	581
Advertising, Exchange and Free	2,304
Preferred Subscribers	399

Total Circulation, - - - 228,624

The above is a true and correct statement of the circulation of LESLIE'S WEEKLY on February 1, 1910.

REUBEN P. SLEICHER,
Circulation Manager.

State of New York }
County of New York } ss.

On this second day of March, 1910, before me personally came Reuben P. Sleicher, to me known to be the person who executed the foregoing statement and acknowledged that he executed the same.

BENJ. F. STOWER,
Notary Public, No. 286.

LESLIE-JUDGE COMPANY
225 Fifth Avenue, New York

NOVEL POSTAL SUGGESTIONS.

Frank Koenig, a resident of West Orange, N. J., has some novel suggestions to make in reference to the postal deficit. He says, in part: "If magazines were rated, as they should be, according to the proportion of advertising and literary matter they contained, there would probably be no deficit at all. That is, magazines containing less than twenty per cent advertising matter to pay one cent per pound; magazines containing less than forty per cent advertising matter to pay two cents per pound; magazines containing less than sixty per cent advertising matter to pay four cents per pound; magazines containing over sixty per cent advertising matter to pay eight cents per pound."

ROYCROFTY ADVERTISING.

NEW JERSEY CAR ADVERTISING CO.

NEWARK, N. J., March 8, 1910.

Editor of PRINTERS' INK:

The enclosed circular is from one of our car advertisers. If Elbert Hub-

AN IDEA FOR NEWSPAPER ADVERTISING.

THE REVIEW OF REVIEWS COMPANY.

NEW YORK, March 7, 1910.

Editor of PRINTERS' INK.

Why shouldn't a newspaper form a classified department to announce the opening of new stores? Any single announcement to last an average time of one week. For instance, if Park & Tilford, Huyler or Rogers Peet should open a new store there would be a classified advertisement in this department announcing to the public that they had opened a new store in such and such a district. They could tear this advertisement from one of the issues, reproduce it and send it as a formal announcement to all their customers and to a list of people living in the new territory in which their store was located.

On the other hand should a store be opened, being the first store belonging to that proprietor, this also would be announced in such a classified department lasting, say, a period of a week or more, in which case, as in the others, they would use as their announcement or follow-up literature, reprints of these advertisements as having appeared in their local newspaper announcing that, for instance: Mary Elizabeth has opened one of her unique candy kitchens on Fifth avenue at Twenty-eighth street. This would surely create a great deal of interest with people who are particularly interested in good candy and in Mary Elizabeth's candy in particular. A little later there would be another announcement in this same directory that Mary Elizabeth had opened another one of her delightful candy kitchens.

This same principle could be applied to nearly every kind of store—hardware, grocery, butcher, florist, department stores, cigar stores, men's furnishings, etc.

A department of this kind, I believe, could be successfully established by a prominent and aggressive newspaper. For a short period, the advertising department should concentrate part of their efforts to the development of this department, at the same time placing cards announcing this new department in all of their branch stations, in drug stores, etc., for receiving "Help Want" and other classified advertisements.

R. G. CHOLMELY JONES.

A "Hat to Hat Talk"



MAKE hats for men. My hats are good quality—the shapes are neat and becoming, not frumpy. They are the best hats for the price asked that can be made. (I want your trade. I ask you to do so, simply because I buy your next hat of me. I know that once I serve you, you will always come here for your hats and send your friends here too. Cheerful, courteous treatment, a clean, neat store, Class A Stock—That is the Lawton Connection. I am the only practical hatter in the city. It's a big advantage to be the man who makes the hat, also the man who meets the customer who will wear it.

My strong point is my willingness to do my utmost to see that you are properly fitted. And I help you to select a becoming style.

I give a very special welcome to the man with the difficult head to fit. He has always had trouble to get a comfortable fit—he finally learns to buy a new hat. His wife criticizes and his friends smile at his choice. He is the man who gets "double extra care" here. It affords me a large pleasure to hear the satisfied remarks of a properly-fitted customer.

I SELL ONLY THE BEST. REMEMBER THAT

My prices are \$2.00, \$2.50 and \$3.00 for my own make hat. Then I sell Storm Hats \$4.00 and \$5.00 grade; also, the Highest-Priced Hat made—the Knapp-Felt De Luxe Derby, which is Six Dollars.

HIRE'S THE LOCATION!

Four hundred Six, Grand Street, between Third & Fourth, New York City

Yours for Handy Hats.

Signature

P. S.—Adler's Dress Gowns, \$1.50; Dress's English Gowns, \$2.00

2 for 25c. *Signature* Gowns and Coats. Owing Caps

bard didn't write it Lewis has the Fra's style copied pretty well, don't you think so?

A. H. LINDOP.

"Advertising," said T. F. Peaver, advertising manager of the McCurdy & Norwell Company, before the Syracuse Advertising Men's Club, February 28th, "should inspire confidence. This brings us to truth in advertising. You hear it said that anything but strict truth in advertising is suicidal, but it is not so. People are watching for bargains and advertisements which bring large sales are in many cases false. It is up to the ad men to see to it that goods advertised as dollar goods for sixty cents are dollar goods."

L. M. Bradley, who for the past three years has been advertising manager of the American Motor Car Manufacturers' Association and assistant to Alfred Reeves until the latter accepted the general management of the Association of Licensed Automobile Manufacturers, has joined the United States Motor Company, the recently organized \$16,000,000 corporation which has already absorbed the Maxwell-Briscoe Motor Company and the Columbia Motor Car Company. He will act as director of advertising and publicity.

R. M. Purves, Boston, now represents the Red Book, Green Book and Blue Book, Chicago, in the New England territory.

Run, Brother, Run, the Indians are Coming!

is the attitude assumed by some short-sighted manufacturers when farm papers are suggested as a medium through which they can broaden their field and open up a new and profitable trade. WHY—Because the word "farmer" unfortunately includes some few heart-breaking examples of unprogressiveness in the dandelion fields of our summer resort states and the *better* class of farmers suffer accordingly.

A publication which has 90% of its circulation west of Indiana and goes into 150,000 prosperous, up-to-date middle west farm homes as does

The Farmer's Wife

is a medium no shrewd advertiser should overlook. The women's magazines may have some circulation in the west but they go to the larger towns. The middle west sections are essentially agricultural—the average town is from 5,000 to 10,000 population and three out of every four purchases in that town are made by farmers' families living in the surrounding country—therefore to reach the section one must use the agricultural papers.

High-grade products such as Uneeda Biscuit, National Cloak & Suit Co., \$5 and \$6 Shoes, Soaps, Dress Goods and Breakfast Foods are advertised regularly in THE FARMER'S WIFE.

How long will it be, Mr. Manufacturer, before *you* will investigate the possibilities of this field for *your* product?

We have compiled interesting figures on the consumer demand of the middle west farmer's wife—they are at your disposal without incurring any obligation by the asking.

WEBB PUBLISHING CO., Publishers
St. Paul, Minn.

GEO. W. HERBERT,
Western Representative,
1736 First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York.

BUILDING AN ALL-YEAR MARKET FOR A NEW UNDERWEAR.

"POROSKNIT" SALES DOUBLED IN PAST YEAR BY USE OF NEWS-PAPERS, MAGAZINES AND CAR CARDS, BOTH IN AND OUT OF SEASON—GETTING AWAY FROM "RUT" ARGUMENTS—RIGID PRICE MAINTENANCE CONTRACTS.

It has been but a few years ago that a giant wave of reform swept the country in the matter of men's summer underwear. Before that time, men had been willing to wear any sort of an apology for underwear. Muslin drawers, for instance, made exactly like pairs of bags, reefed at the bottoms, were accepted and worn without a murmur. Then came the days of B. V. D. and like makes of cotton texture, with coat-shirts and knee drawers much like the running pants of athletes. It was a marked improvement. And, finally, came the so-called Porosknit underwear and others like it.

What has advertising done for Porosknit? It has created such a consumers' demand for the goods bearing this trade-mark that during the last active season orders could not nearly be filled and that in spite of the fact that the manufacturing conditions had been so improved and enlarged within the twelvemonth previous as to double the output. It has enabled the Chalmers Knitting Company, of Amsterdam, N. Y., to throw to the winds all worry as to whether its force of salesmen might take it into their heads to leave it *en masse* some day, taking all or most of the company's trade along with them—a situation which faces many underwear manufacturers to-day who either do not advertise or, at least, do not advertise successfully. As a matter of fact, the Chalmers Knitting Company to-day employs only two regular salesmen, one in New York and one in Chicago. If it ever had any others, it long ago saw the futility of keeping them.

This company was started

about six years ago. For five of those years it has advertised—within the last two very extensively. During the coming season it will enter the field even more aggressively than in the past, with new advertising campaigns and ideas.

As has been, and really should be, the case with every unusually successful advertiser, the Chalmers Knitting Company has had a worthy article to talk about, to begin with. Its yarns are claimed to be of the famous Manomet make, said to be one of the best of its kind to be had. In determining its talking-points for use in its advertising campaigns in the newspapers of the thirty largest cities in the country, with the exception of New York and Philadelphia, this company has steadfastly held to the plan of not "throwing mud" at competitors. Undoubtedly, a drawback of some varieties of cotton underwear has been the fact that they do not perfectly absorb perspiration but tend to get perspiration-soaked and stick to the skin.

The Chalmers people might have harped in their advertising upon the slogan: "Other brands will stick to you when you perspire, but Porosknit will not."

They have not done that. They have realized they had enough talking-points of their own and these have been used. They include elasticity, ventilation, sanitation, economy, fit, long wear, quality, coolness, etc. Invariably there have been illustrations giving a good idea of the "breeziness" and elasticity of the product, two matters uppermost in the minds of most purchasers in the Summer.

New York and Philadelphia, the large cities in Porosknit's territory, have been carefully covered in other ways. For example, in New York, Porosknit copy has been kept in the street cars and on the "L" stations almost continually throughout the year, winter as well as summer. Then, too, it may be fairly supposed that the great urban population has been more thoroughly reached by the many magazines, which have

been used extensively, than the population of the smaller cities and rural districts.

This year it is planned to add a general billposter campaign to the already lengthy list of advertising mediums.

Not the least noteworthy feature about the Porosknit advertising has been the special emphasis upon the significant trademark *in* and *out* of season in direct contradistinction to most other underwear advertisers who advertise only "in season." Not so much in the newspapers as in magazines, small ads, "fillers," have been run even in the depth of winter. This has accomplished two purposes. It has naturally developed sales with the increasing number of consumers who are making a practice of seeking warmer climes during the winter as well as those who are insuring themselves to wearing summer underwear the year 'round. In addition, this out-of-season advertising has spelled *Continuity*, a big factor in modern advertising.

The Chalmers sales plan has been a well-co-ordinated one, always co-operating with the advertising plan. It has called for strict price maintenance. The prices of the various garments, 25 and 50 cents and \$1, have invariably been advertised. Jobbers have been forced to sign agreements binding themselves to sell to retailers at standard prices. Those who have broken these agreements have been denied further shipments. The knowledge of their

transgressions has been communicated to their brother-jobbers in each case, to show that the company stood ready to back up its words with deeds. No direct attempt has been made to hold retailers to standard prices but few of them have been found ready to cut when they have found that they could just as easily get the advertised prices, consumers expecting to have to pay them.

A CITY in which one newspaper completely covers the entire field.

There are about 27,000 families in Omaha, and the net city circulation of the World-Herald is 23,500.

The World-Herald therefore reaches 87% of Omaha families.

The total net circulation of the World-Herald is 53,000, of which 29,500 copies go into the surrounding district.

Last December the Omaha merchants offered to investigate local newspaper circulations. The World-Herald accepted. **The Bee refused.**

It's the **World-Herald** in Omaha!

VERREE & CONKLIN (Inc.)

Representatives

New York and Chicago

About NEW ORLEANS

2 From the port of New Orleans in 1900 exports amounting to \$144,981,825 were shipped to many countries. This was a larger amount than was shipped from any other port in the United States except New York and Galveston. Doesn't this show the importance of the New Orleans market?



Sell your goods to the prosperous homes of New Orleans. 70% of the city circulation of

The New Orleans Item

is delivered direct to the homes by the Item's own carriers. This means an unusual quality service. We prove it.

SMITH & BUDD CO., Foreign Representatives
New York Chicago St. Louis

ADVERTISING AND THE NEWSPAPER.

WASTE AND GENERALITIES IN ADVERTISING—THE ART OF INFLUENCING MINDS—BIG RETAIL ADVERTISING CONDITIONS IN CHICAGO—THE GREAT VALUE OF GOODWILL AND CLEAN ADVERTISING POLICIES—SPEECH AT POOR RICHARD CLUB, PHILADELPHIA.

By Hugh A. O'Donnell.

Business Manager, Philadelphia Press.

Once a publicity club in the West decided to have a symposium on "Waste in Advertising," as though there ever was such a thing! Wires of "declines" came fast and furious. One proposed orator, with some emotion, declared he had no message to deliver on that or any other subject and that if he had, he wouldn't, because men who really had messages to deliver were above delivering them. With that horrible philippic in mind, I am evidencing waste in advertising in giving you a message which you may know better than does the messenger. I am not overly superstitious. Yet I am mindful of the man who said a horseshoe was lucky, but not if handed up by the horse.

Advertising is both an art and a science, and it is the art part that makes it an undefined science. There is just as much personal element in advertising as there is in salesmanship. Indeed, advertising in the usual sense is nothing more than salesmanship on paper addressed to a composite customer. It is an individual proposition in its principles, and that is why experience is its only teacher, unless it happens to be an intuition like any other talent.

Nine-tenths of all talk on advertising is futile because it is necessarily so general it is not applicable to more than one advertiser. We all grant publicity is the key to commercial success, but there are as many keys as there are successes and there is no passkey of publicity to it. Each merchant must make his own, and he must

keep ever trying and making and changing until he has made one that fits best his door to success. He alone can tell when he has done it, though he can't be always certain as to just how he did it. It's the trying that hurts and costs and teaches.

Contrary to the usual analysis there is undoubtedly more money wasted in advertising than in any other investment, since it is the first and chief item of expense in nearly all business promotions. Under modern development there is expended on advertising over \$800,000,000 annually. It has made the luxuries of yesterday the necessities of to-day. Operating on well-established psychological laws, it has become the great positive, creative force in business. It makes men want thinks never before deemed necessary to their happiness or contentment.

Advertising knowledge is mostly a knowledge of people. All mediums of publicity are merely the channels through which advertising flows. The message delivered is the real advertising. And it must be applied to be other than theory. "You can learn to make chemical analyses from books and experiments; you can measure the distance to Jupiter and weigh the water in the ocean by mathematics; but there is something about folks which is beyond figures." It is the reaching out of the human to the human. Sometimes it's the little things that count. Colgate says his talcum powder is so good it can't be improved. He therefore advertises the improved box. A railroad advertises that its passenger trains start and stop without jar or jolt. All things equal, a small point will turn trade. To tell these little things costs big money, but it is worth it. Our friend, Laf Young, says the American Government believes in advertising. Sending the fleet around the world was good work on the part of the American Government's advertising department. It was an advertisement of the Government to other nations. Digging the Panama canal is more of the Government adver-

tising department's work. It shows the American Government is here to stay.

Indeed, this question of advertising is growing so important that Dayton, Ohio, is agitating the value of introducing newspapers into the curriculum of the higher grades in the public schools, that articles on current events might be discussed and criticised and the relative worth of advertisements be judged as a study of business. You can get some conception of the commercial meaning of newspaper advertising if you can imagine the absolute suspension of the American daily papers for even twenty-four hours. Think of the state of chaos that would ensue; think of the mediums of general circulation which some regard as the only natural outlet for the distribution of such news as might be classed as advertising; think of the word of mouth advertising that fact alone would receive. It is the same kind of word of mouth advertising backed by the usual printed statements that is the acme of great publicity. One pleased customer will tell ten and thus sales are perpetuated, business built and trade-marks made worth millions. And yet there is nothing cheaper than good advertising.

Marshall Field Company keeps its advertising appropriation within one and a half per cent of the gross receipts. Of course, the smaller stores everywhere spend far more proportionately. The greater the gross receipts, the less the advertising appropriation should be. However, newspaper advertising in Chicago costs considerably more than it does in Philadelphia for the same amount of circulation and on the same division between city and country circulation. This, in spite of the fact that it costs the average State street merchant nearly 25 per cent to do business. Competition is so keen and there is such congestion in the loop district, making rents so colossal, that part of the rent is charged to advertising accounts and news-



THE BINGHAMTON PRESS

Has by sheer force of merit, backed by push and persistency, become the leading newspaper of its section and also one of the notable newspapers of the United States.

It is an example of the application of the good and striking features of metropolitan journalism and newspaper-making to the possibilities of a medium size city.

It has frequently been referred to by those who know newspapers and have watched its growth and development as "*a model 20th century newspaper.*"

It has an average daily circulation of over 21,000 copies. Eighty-nine per cent. of this is within a radius of 40 miles of the PRESS building, and practically all of it is within shopping distance of the city of Binghamton.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

paper copy is curtailed as much as is dared. The expense and strain of getting business is tremendous. Nearly a half dozen different sets and kinds of copy must be prepared by each of the great stores daily for as many different newspapers and each requires a perfection of detail in copy suitable to the quality of each circulation. You may judge something of the cost and attention given to the subject when Marshall Field Company will pay as much as \$1,000 for a single newspaper drawing, as they did for one used during their formal opening.

And there is nothing free in Chicago. The largest user of display space pays just as promptly for the smallest classified ad as you do for the collar you buy from the clothier after you have purchased a suit of clothes from him. No one ever asks the newspaper for a free reading notice out there. The newspapers used to write-up State street stores at Christmas time, photographing

the windows, etc., but the merchants themselves asked to have it stopped.

All concessions in regard to free readers, position, etc., are considered equivalent to a cut of rate and the newspaper, which doesn't rigidly adhere to its rate card has a severe case of heart trouble that may prove fatal any time. The rate card is the Bible of the newspaper business and when you deviate from it you are getting away from revealed religion. Every advertiser should be privileged to the same rate as any other advertiser on the same conditions.

Good will is the real asset of any first-class paper and no newspaper is justified in doing anything to discount its integrity. The success of a paper is built on the confidence of its readers and respectable and conscientious publishers endeavor to accept only such advertising as they can in-dorse to the subscriber. It is doubtful if the following of such ideals is appreciated. A clergyman in Minneapolis switched his advertising to a competing newspaper because he didn't consider enough editorial notice had been given his lectures by the newspaper which had thrown out \$25,000 worth of objectionable advertising. Virtue is not always rewarded.

A NEW KIND OF AD CLUB.

The Red Rooster Club is a new Chicago organization of advertising men. While publishers and their representatives and advertisers only are eligible, it is stated that membership is to be a rather exclusive privilege. Guy S. Osborn is the originator of the new club idea, which is not unlike that of the Gridiron Club at Washington. It is reported that Arthur Brisbane, of the *New York Journal*, is a prospective member, and that Cyrus Curtis is an honorary member.

The West Twenty-third Street Y. M. C. A. will repeat in 1910-11 the course in the "Science of Merchandising," which, under the two heads of "Salesmanship" and "Advertising," has been discussed the past winter by lecturers who were prominent in the sales and advertising field.

Wholesale Results

You can, at small cost, reach a class of consumers from which results come by wholesale—a class of large-quantity buyers—German Catholic Institutions, such as Hospitals, Colleges, Academies, Churches and Monasteries.

St. Joseph's Blatt

not only covers this field with absolute thoroughness, but in every one of these institutions it is regarded with veneration and its advertising columns are looked upon as a guide to the buying of all kinds of supplies.

Published by the

Benedictine Fathers

RALPH C. CLYDE, *Adv. Manager*
306 Goodnough Bldg., Portland, Ore.

IN ST. LOUIS

IT'S

The St. Louis Times



YOU could very profitably spend an hour in looking through the "Strathmore Quality" sample books and becoming better acquainted with such superb book papers as:

Strathmore Japan Old Cloister Strathmore Old Stratford
and such cover stocks as:

Old Stratford Parchment Covers Rhododendron Covers
Strathmore D. E. Covers Old Cloister Covers

If you haven't the "Strathmore Quality" sample books, ask your printer or write to us for them.

MITTINEAGUE PAPER COMPANY
The "Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

FOOD TALKS THAT INCREASED HOTEL DINER BUSINESS.

CLARENDON HOTEL, BROOKLYN, SUCCESSFUL WITH UNIQUE SERIES OF FOOD TALKS IN NEWSPAPERS—RESULTS IMMEDIATELY SECURED—PLAYING UP TASTE—TAKING ADVANTAGE OF FOOD SITUATION.

Every enterprising hotel manager worries over the best methods of advertising his services. A large proportion finally decide to run a card continually in the local newspapers. It will read something like this: "The Blank Hotel, Corner of This and That Streets, Universally Acknowledged Unsurpassed."

That card will usually attract about as much attention as a pebble on the seashore. It is the kind of advertising which any apology for a hotel can run—even the Raines' Law variety—and it brings little or no business.

John Hill, manager of the Clarendon Hotel, one of Brooklyn's oldest hostleries and practically the only high-class hotel in that Borough to-day catering to transient trade, has long had his beliefs as to the shortcomings of the usual hotel advertising. "Your card ads don't cut any ice," he says. In his search for something different, he has happened upon a style of hotel advertising which is extremely readable, and, what is more important, which has produced big results. It is a series of "Food Talks" which has been widely noticed. They had the contemporary food investigations at Washington to give them added interest.

The recent financial depression had its effect upon the business of the Clarendon, as well as upon many other businesses in Brooklyn and elsewhere. In spite of the fact that the falling-off was only a third as great as that acknowledged by the head of one of Brooklyn's great department stores, Mr. Hill was confident it could be more than made up by advertising. It has been. In addition, there was the fact that the business center of the borough

had, for some time, tended up-town and away from the Clarendon, just as the residential center had done some years previous.

It had been the dinner trade at night which had fallen off most. As the catering end of the hotel business has always been the

Food Talks No. 2.

Cold Storage.

By "cold-storage" products is meant products that have been frozen solid from one week to many years.

Much is said for and against this method of keeping food. We know nothing is frozen if it; we know many things against it.

Generally this food is frozen when putrefaction has begun. Temperatures are not even; decomposition goes on more or less rapidly.

Cold storage food is unwholesome. Freezing destroys its flavor, drives up the natural juices, and imparts a peculiar color and taste.

Dressed up with sauces, gravies and other semi-liquid concealments, a frozen chicken CAN be devoured. But why should it be? Better eat food tobacco if you desire merely to support life. They will not produce pernicious poisoning, and they will be much cheaper.

No cold storage fish, flesh or fowl is used at the Clarendon. We do not think this can be truthfully said of any other hotel, restaurant or private dwelling in Greater New York.

JOHN HILL, Clarendon Hotel.

Food Talks No. 3.

Cream.

The commercial value of cream depends largely on the percentage of butter fat. The dietary value depends on the butter fat, but not to an great degree. Cream must be clean, fresh and contain practically no organisms save straight lactic acid bacteria. It must have a fine, sweet flavor—and taste like cream. When you find cream with a bitter taste, or any other foreign flavor, or when it will drip in stringy form from a spoon (very cream), do not use it, however thick it may be. It will cause derangement of the digestion. Clean skin milk is better than such cream.

Pure, fresh cream is healthful, and often prescribed by physicians for certain intestinal disorders. The trouble is to get pure, wholesome cream with a large per cent. of butter fat.

The cream for the Clarendon is made at the same dairy that produces the milk—the dairy owned and supervised by Mr. Jeffers at Kingsley, Pa. Mr. Jeffers is also Superintendent of the Walker-Dorckes Dairy at Plainboro, N. J.

The cream container is packed in ice and exposed directly to the Clarendon. It is hermetically sealed in locked boxes. Upon arrival a sample from each container is tested for age and for butter fat. The cream is then put in sterilized glass bottles holding one-tenth of a quart. It is served at the table in this manner. From time to time a sample is sent to the Lederle Laboratories for bacteria analysis.

We guarantee this cream. It contains 45% butter fat, and sells for twenty cents a bottle. We sell the same quantity, but containing 22% butter fat, for ten cents. The national standard for cream requires 18% of fat.

You can eat this cream and have no ill effect. It will not be too rich—another way of saying there is something wrong with the cream.

JOHN HILL, Clarendon Hotel.

TALKS THAT STIRRED APPETITES.

proprietor's hobby, anyway, he determined to concentrate his fire upon it. The result was a series of twenty-four "Food Talks." Of these, all but two were written before any appeared. The series came out in the *Brooklyn Eagle* every day, consecutively, except Sunday. "The Sunday proposition doesn't appeal to me," says Mr. Hill. "Your ad gets buried in a perfect wilderness of other ads in the Sunday newspapers. The latter may be all right for the real estate fellows and others but I

SPEAKING OF GAINS

The old reliable, result-producing

SPRINGFIELD REPUBLICAN

MASSACHUSETTS.

Did the largest business in its history in 1909. Its cash receipts from advertising increased over 1908 by 15½ per cent, and the volume of its advertising, as shown by its composing-room record of advertising matter set, increased by 18 per cent over 1908. Is not that pretty good for a paper that still admits no cuts into its advertising columns and sets up in its own handsome display type-faces all of its advertising matter? **THE REPUBLICAN** thus produces an attractive, harmonious typographical appearance for the comfort of its readers and the profit of its advertisers.

Folks read the advertisements in **THE REPUBLICAN** because they are apt to be readable in substance and also because they are beautifully displayed and intelligently, advantageously arranged. Then folks go and buy the goods because the advertisements please and interest and do not shock them.

If you have any doubt about the value of **THE REPUBLICAN** as an advertising medium, write to any Springfield merchant or manufacturer and see what he thinks of it.

THE REPUBLICAN is a morning paper only and its daily issue is sold for 3 cents, or \$8 a year, but it has a big circulation, both weekdays and Sundays, all through Western New England and extending beyond that territory. **THE WEEKLY REPUBLICAN** has also a choice circulation all over the country.

THE REPUBLICAN is a high-class paper, but there is nothing exclusive about it. It appeals to all intelligent people and it produces results for its advertising patrons.

Send for specimen copies and rates, and address

THE REPUBLICAN, SPRINGFIELD, MASS.

Special Representative for outside business,

CHARLES H. EDDY

1 Madison Square (Room 5020)
NEW YORK

403 Marquette Building
CHICAGO

can't see it their way." At the conclusion of the series in the *Eagle*, the same series was started again in the *New York Times*, which is read by many Brooklynites. Preferred positions have been always paid for, usually the upper outside corner of the page opposite the editorial page. The ads ran two columns and were about five or six inches long. They were invariably of the same typography and without display. Mr. Hill does not believe in scareheads for use in connection with a dignified proposition such as his.

These "Food Talks" were written in a conversational style. Those who knew Mr. Hill could not be deceived for a moment into believing any one than he wrote them. They were frank and convincing. No. 1 was on "Good Eating." "The well-to-do resident of this city," it said, "pays enormous prices for food and consumes very inferior products. The man with an income of \$2,000 a year in a small town, or the farmer, eats better food than nine-tenths of the city residents, regardless of income." Then followed the opening gun, explaining the economy and care of the Clarendon kitchen.

Other talks on other subjects followed day after day. "The results of those ads," says Mr. Hill, "were to be seen almost from the very beginning. I began to receive hosts of letters inquiring about my methods. In the talk on 'Cold Storage,' I said it could only be truthfully said of the Clarendon, among Greater New York hotels, restaurants and private dwellings, that it never used cold storage fowl, fish or flesh. That statement and others became the talk of the town. My dinner business in the restaurant built up by leaps and bounds. It has got to be now that Mrs. Hill and I have been compelled to eat our dinner either before six o'clock or after eight o'clock. As I walked around among the tables, as I always do, I heard practically no other subject of conversation than those ads.

"Although no attempt was purposely made to key them, the di-

rect results of each 'Food Talk' could be definitely figured out. One day I advertised my excellent eggs. That and succeeding nights there was nothing but egg-orders in the kitchen and egg-talk at the tables. I'll never forget the night following my talk about 'Squabs,' in which I railed at the squabs usually served in New York restaurants, 'weighing less than half a pound, a frame of bones with a parchment-like covering for a skin, frozen hard as a rock and kept for months or years,' and compared it with mine, costing over three times as much, never frozen, and each making a full meal for a man.' Our average number of orders per night for squabs had been six or seven. That night it was forty-two. Don't tell me those ads were not read and did not bring business."

Other talks referred specifically to "Ice Creams," "Chickens," "Soups," "Oysters," "Butter," "Cream," etc. "I have gone at this food question, you must remember," says Mr. Hill, "from the very opposite viewpoint from that of our friend Macfadden and Post. Their primary idea has been health. Mine has been taste. They are food faddists; I am an epicure. But it all comes around to the same thing in the end, for that which tastes best is purest and that which is purest is most healthful.

"Some people have been surprised, for instance, that I have seen my way clear to advertise my recipe for a certain soup, of which the Clarendon is, I believe, justly proud, *Creme Bellaire*. I not only did that but announced I was ready to furnish the recipe for anything we cook. But I believe I have not made a mistake. I know few, if any, hotels have as good materials as I have, so they couldn't furnish the same result, even knowing our recipe."

Mr. Hill has accomplished what he was after with his "Food Talk" ads. They will end, for the present, with the series in the *Times*. But this enterprising hotel man is now planning to get out the whole series in booklet form.

DR. KLOPSCH, OF "CHRISTIAN HERALD," DIES.

REMARKABLE FAITH IN ADVERTISING AND A MARVEL AT RAISING MISSION FUNDS—BUILDING UP A GREAT CIRCULATION.

In the death of the late Dr. Louis Klopsch, editor and publisher of the *Christian Herald*, during the early morning hours of Monday, March 7th, the advertising fraternity lost one of its strongest adherents and the world one of its most influential practical philanthropists.

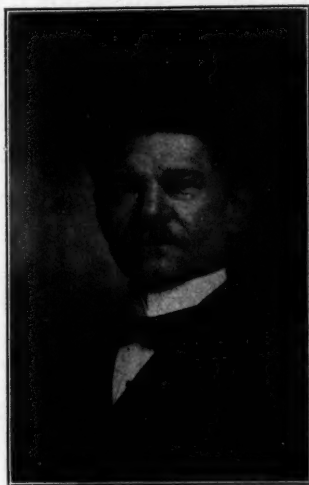
Many stories are now being told of Dr. Klopsch's enthusiasm for advertising. Never was an appeal made to him and the *Christian Herald* to raise funds for suffering humanity, as was often done, than his first thought was to turn to advertising methods in raising them. These advertisements he always wrote himself, and it was invariably the case that they had scarcely been off the presses before a corps of girls, at the *Herald* office, was kept busy opening the mails which came in, laden with contributions.

Each fall, for the last few years, Dr. Klopsch had given his hearty endorsement to an advertising campaign for new subscriptions for the *Herald*. Copy was run in a great many media, as will be recalled by everyone.

More than once Dr. Klopsch's attention was called to the direct returns of these advertisements, and he was asked whether, in his opinion, it was good business when as high as eight and ten dollars had oftentimes to be expended for every two-dollar subscription brought in. At those times a familiar twinkle would light up Dr. Klopsch's eyes and he would answer in the affirmative, explaining that these subscription advertisements might not show immense direct returns, but undoubtedly had far-reaching indirect results. "You never can tell," he said, "how many of our present subscribers are insured for us and how many advertisers are turned over to our business office in this way." He never once thought of

discontinuing these subscription campaigns. Indeed, his idea always was to increase the appropriation for them, when possible.

Dr. Klopsch was born in a suburb of Berlin, Germany, March 26, 1852, a son of the late Dr. Osmar Klopsch, by whom he was brought to America when he was two years old. He was always at heart first of all an American, but, at the same time, he retained a strong affection for the people of his birth. As a young man, in 1877, he gradually became identified with the publishing business



DR. LOUIS KLOPSCH

as owner of the *Daily Hotel Reporter*, New York, which he controlled until 1890. His régime at the *Christian Herald* began at that time. In 1892 he became sole owner. To his great joy, shortly before his death, he was able to see the subscription list of the *Herald* surpass that of every other religious publication in the world, its next nearest competitor being in England and some thousands below it.

It is said of Dr. Klopsch that through his efforts, and those of the *Christian Herald*, he raised in excess of four million dollars for

"The Economical Way to Cover the Country is to Advertise by Districts"

V

The greater the center in which you advertise, the wider is the influence of your advertising.

The Advertising District of Cincinnati

is right at the center of things. 75% of the population of the United States is within 600 miles of Cincinnati. 65,000,000 people are within one day's ride of Cincinnati. More than a million people are within half an hour's ride of Cincinnati. That means tremendous advertising possibilities for you.

THE CINCINNATI ENQUIRER

in circulation and influence is supreme in this great center. It offers the manufacturer unusual facilities for pushing sales, not only in the city, but throughout the district. It's the medium for covering this market, and it gives its advertisers exactly what they pay for. Enquirer space is big value at the rate charged. Look into this.

Foreign Representatives

I. A. KLEIN JOHN GLASS
Metropolitan Tower Boyce Bldg.
New York Chicago

famine and food sufferers in India, Japan, China, Russia, Messina and elsewhere. He was president of the famous Bowery Mission, New York, and was instrumental, some months ago, in bringing President Taft there to speak to the men.

It is stated on authority that Dr. Klopsch's death will not interfere with the continuance of the same policies at the *Herald* office. The engineer has gone, but the machinery was so perfected by him that it will run on smoothly. He place will be taken by his son, Louis Klopsch, a young man still under thirty, who has shown his father's aptitude for the publishing business and who, under his father's direction, for some years past, has learned the ins and outs of the *Christian Herald* office like a book.

THE "GREAT BARGAIN" SUBSCRIPTION.

JOS. MIDDLEBURY, JR., INC.

BOSTON, Feb. 26, 1910.

Editor of PRINTERS' INK:

I have spoken to my friend, Walter F. Kimball, 7 Beale Street, Brookline, Mass., about the great bargain of a subscription of PRINTERS' INK and told him that if he received one-tenth of one per cent (to use a dearly-beloved expression of our Pure Food friends) as much good out of it as I have, he would be a life-long subscriber.

RALPH THOMPSON.

The rumor has spread that upon his return from Europe, William J. Bryan will establish a weekly newspaper at Lincoln, Neb., devoted to Nebraska politics and particularly to the cause of county option. It will be separate from *The Commoner*.

The Southern Railroad has added Lauren Foreman, formerly city editor of the *Atlanta Constitution*, to the staff of its advertising office, which, under the direction of J. S. B. Thompson, is now planning big developments.

The Santa Fé, Rock Island, Erie and Illinois Central railroads are publishing a monthly magazine for the special benefit of their employees.

A new *Christian Herald* is forthcoming at Des Moines for the blind. This paper was authorized by the Northern Union Conference of the Seventh Day Adventists.

Edwin J. Seward is with the Royal Worcester Corset Company, of Worcester, Mass., as its newly-elected treasurer.



Wise Agents

A wise advertising agent is one who knows how to get returns that will fully justify his judgment to his client. Agents who are ever in doubt as to farm papers may be interested in this letter from a New York agency:—

GENTLEMEN:—You may not be surprised to know that the FARM JOURNAL is doing very, very nicely for the — Company. When we included it on their list last summer, the advertising manager expressed great surprise, but in a recent letter he said the FARM JOURNAL is doing even better than we promised, and that in future he will leave the selecting of mediums entirely to us. This is for your confidential information.

And a New Jersey advertiser (name given on request), writing when only *three-fourths* of our March issue had yet been *mailed*, says:—

GENTLEMEN:—Our advertising in your March issue has brought us so much business already that it will not be necessary to continue it in April. Please return electrotype.

Thus you see that when an agent puts the FARM JOURNAL at the head of his list, the natural consequence is that the selection of mediums is thereafter "left entirely to him."

Forms for May issue close on April 5th, unless all space is taken earlier.
\$3.50 per line for over 700,000.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. General Manager, J. M. HOPKINS. Adv. Manager, F. C. BLISS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, March 16, 1910.

For Profit's As Well As Morality's Sake

more profitable advertising policy.

There is no need whatsoever of enlarging upon the ethics of "objectionable" advertising—that is an appeal which is superfluous when so many other strictly business considerations converge toward the same end.

There is a great deal more money to be made from the advertising of large and well-rated manufacturers than from the advertising of those who hope only for the money of the gullible. The two kinds are irreconcilable as oil and water, and it is inevitable that as it becomes more profitable to prefer the advertising of big standard manufacturing houses, publishers will close their columns to quackery and fraud even of the subtlest kind.

Retail advertisers are as appreciative of respectable company as national advertisers, and are adding their pressure of persuasion to "clean up." When retailers of quack or fraudulent tendencies endeavor to secure temporary

PRINTERS' INK this week begins a presentation of data on the subject of the movement toward

profit at the expense of general public reaction against all advertising, other merchants are not willing to sit idly by.

The advertising columns, it is more and more being recognized, are looked at with the same view as the editorial columns by readers. They are just as apt to judge the paper's sincerity and policy by its advertising as by its words. Thus another angle is added to the profitability of the policy of close advertising censorship—it earns both more advertising revenue and more circulation.

Trade-Marks and the Consumer

It will possibly come as a surprise to many manufacturers that trade-mark laws are quite as much for the benefit of consumers as for manufacturers (as outlined in an article in the last issue).

The fact is that the principle of identification, so primarily vital to business progress and individuality, is alike profitable to consumer and maker. Only the distributors have been in the habit of fighting trade-marked and advertised goods. It is easy to see why the community of interest between manufacturer and public has become so rapidly recognized.

An interesting case which showed the court's tendency to rule from the standpoint of the consumer in a trade-mark case, occurred some months ago when the Johns-Manville Company sued the American Steam Packing Company. Both had been using the word "asbestos" as a trade-mark name for years. The Patent Commissioner refused registration to the Johns-Manville Company and the court upheld the decision and refused, under the ten years' clause, to afford protection, even though a distinctive lettering had been used for the word.

"It is descriptive of the goods on which it is used," ruled the court, "and would convey at once to the public mind a description of the goods on which the mark appeared. . . . The impression

given one who sees the goods must be that they are to be identified by the word asbestos, and not by the shape of the letters representing it."

Also, in the suit of the International Food Company vs. the Price Baking Powder Company in November, an interesting adjudication of the word "Cream" was made, also from the standpoint of the consumer.

"I am of the opinion that 'Cream' is not a proper technical trade-mark for baking-powder," said the court.

"It is not descriptive of an ingredient of the article, or of its quality or kind. The baking-powder is neither composed in part of cream, nor does that word convey the idea that it is the 'best' or 'choicest,' as asserted by defendant. It is true the word 'cream' is often used to designate the best part of a particular thing, but not the thing itself, as, for instance, the cream of a story; but only in that relation has the word any significance."

The Government and Fraudulent Advertising

Lewis H. Clement, manager of the Mason & Hamlin Piano Company, has recently visited Washington especially to interrogate the President and the Post-office Department regarding questionable advertising legislation.

He found that Assistant Keyser, in the Attorney General's office, handled fraud order investigations, and was told that considerable advertising was stopped from using the mails. A "cancer cure" which was simply an iodine paint for the skin was a typical case. Elaborate booklets, etc., had been prepared by a well-known advertising agency, Mr. Keyser said.

Mr. Clement ascertained the possibilities of getting a bill through Congress against fraudulent advertising. Such a bill is judged to have little chance unless backed by strong public opinion. Mr. Clement called upon President Taft and talked to him con-

cerning a bill against fraudulent advertising. The President said it was too late for this session, but that if the matter were presented to him again before he sent in his message next December, he would carefully consider it.

The full letter of the present law on fraudulent advertising was searched out by Mr. Clement. "Letters, circulars, post cards, etc., concerning any lottery, so-called gift concert or similar enterprise offering prizes dependent upon lot or chance, or schemes devised for obtaining money under false pretenses," are not legal or can be passed through the mails.

The "public advertisement" of such person or company conducting any of the above schemes cannot also pass through the mails. The Attorney-General has decided that a "lottery" includes "guessing" or "estimating" contests for prizes, and enterprises in which prizes are distributed among purchasers of merchandise in stated amounts. Endless chains, coupon certificates, "introductions," and like enterprises designed for the sale or disposition of merchandise are not entitled to the mails.

That the time is ripe for some uniform legal action is shown by the fact that bills have been introduced against fraudulent advertising in the legislatures of Missouri and Wisconsin, and the associated advertising clubs of America have had a similar bill introduced into Congress (House Bill 5470).

The Postal Joint Committee, created in 1906, recommended a permanent Board of Commissioners to pass on second-class rights. This was opposed in the House, where it was said that a more proper matter for such a Board would be to act against newspapers containing fraudulent advertising. Other bills against fraudulent advertising have been introduced in Congress, but shelved.

Mr. Clement is strongly interested in the matter of fraudulent contest advertising, especially

piano contests which have been unusually flagrant.

One of the ridiculous features, for instance, of the piano contest scheme is to observe a concern credited by Bradstreet with a \$10,000 rating and "slow pay," coolly put out \$100,000 or \$1,000,000 in so-called "bonds."

If this selling scheme is legitimate, then there is no reason why houses in other lines of trade should not adopt it. If it is illegitimate and an imposition on the public, if it is an injustice to the great bulk of honest piano advertisers and a menace to the cause of advertising generally, then it is high time that publishers applied the remedy and refused to carry advertisements that undermine the value of their own space to the most desirable class of advertisers.

Mr. Clement's recent article in *PRINTERS' INK* has brought forth the following letter from E. H. Droop, of Washington, D. C., president of the National Association of Piano Dealers of America:

THE NATIONAL ASSOCIATION OF PIANO DEALERS OF AMERICA.

WASHINGTON, D. C., Feb. 28, 1910.

MR. L. H. CLEMENT,

First Vice-President, N.A.P.D. of A.,
Care Mason & Hamlin Company,
New York, N. Y.

MY DEAR MR. CLEMENT:

With deep interest and close attention, I read your splendid and forcible article on "Fraudulent Advertising," which appeared in the February 23d issue of *PRINTERS' INK*.

A copy of this article should be in the hands of every member of our Association, and through its use by local associations and by state commissioners, I have no doubt that great influence can be brought to bear on newspapers to eliminate all "guessing contests, coupon or prize scheme" advertising from their columns. You drive a good blow when you refer to "the peculiar inconsistency between the business department and editorial department of some papers of large circulation."

While there may be an exception here and there to the rule, the trade at large knows that the average guessing or coupon scheme is a "fake."

I hope to see the day when every newspaper of any standing in this country will refuse to accept such pernicious advertising.

With kindest regards and best wishes, believe me,

E. H. DROOP,
President.

Criticism of Magazine "Copy"

In the following letter a subscriber to *PRINTERS' INK* opens up a delicate subject. He alleges that there is a general weakness in magazine advertising (not the "lay-out" but the actual text) and then undertakes to uncover the fundamental cause:

McFARLIN CLOTHING COMPANY.
ROCHESTER, N. Y., March 3, 1910.

Editor of *PRINTERS' INK*.

If it is not impertinent to suggest an improvement in the already excellent *PRINTERS' INK*, I would like to recommend an extension of the "Commercial Art" department.

When one considers the high cost of magazine space, it seems extraordinary that the average copy should be of such comparatively mediocre quality.

I think the reason is that the advertising managers of large concerns are not "copy men," and that the professional "copy man" cannot, or at least does not, get "in sympathy" with his subject; does not get down to the plain, practical features that appeal to users.

In newspaper department store advertising, where the "copy men" are generally in the store and in touch with the business, the copy is, in my opinion, much better.

And as your "Commercial Art" man has cleverly pointed out, many an advertiser makes such a frenzied effort to get his money's worth in a costly ad, he produces a freakish and unintelligible advertisement.

S. ADAMS.

There is a certain amount of truth in this statement. It is a rare thing to find writing ability and business ability united in a single person. Yet both qualities are desirable in an advertising manager. Most commercial houses, if they have to choose between a good copy man and a man of good business judgment, will select the latter to handle their advertising appropriation. Great authors, as a rule, have proved to be notoriously bad business men. Famous poets, like distinguished painters, composers and other art workers, have usually made failures of their personal affairs and not infrequently have died in actual poverty. A manufacturer of stoves, for example, can hardly be blamed if he selects as head of his advertising department, a man of sound business judgment rather than a brilliant copy man. One employer has even gone so far as to state to *PRINTERS' INK* that he found it easier to make a

writer of a salesman than to make a salesman of a writer.

In department store advertising, facility in writing is a prime essential. The business ability can be supplied by the buyers of the various departments who have to be keen business men to hold their jobs. The number of mediums used is very limited and the head of the house is often the one who negotiates the contracts and directs the channels through which the appropriation flows. But, in a straight manufacturing business, good all-around judgment and skill as a buyer are of vital importance in the successful outcome of an advertising campaign.

Yet it should not be inferred that there are no advertising managers possessing *both* business ability and writing ability. There are actively engaged in the field to-day men who combine both qualities to a remarkable degree and their names could be set down here, were it not for the invidious comparisons that might result. Such men do not belong in the class of those who are continually shifting their jobs, for their employers hold on to them closely, appreciating how rare is this combination of qualifications. And, by the way, men of this type are likely to be found on the list of PRINTERS' INK's occasional contributors for they not only have thoughts to express, but they also know how to express them.

Dr. Wiley— Latest Advertising Anarchist

There are few manufacturers as men who are in such a position to lose faith in the integrity of Dr. Wiley, head of the Bureau of Chemistry at Washington. And nothing better illustrates the average lay process of mind with regard to advertising than Dr. Wiley's answer to PRINTERS' INK's recent query as to his opinion of the relative qualities of advertised and non-advertised goods:

UNITED STATES DEPARTMENT OF AGRICULTURE, BUREAU OF CHEMISTRY,
WASHINGTON, D. C., March 4, 1910.

Editor of PRINTERS' INK:

The question which you present to me in your letter of the 3d instant is

an entirely novel one. I have never investigated food products from the point of view as to whether they are advertised or not, and so have never made a study of the problem as you present it. I must say, however, that many of the most widely advertised products we have found to be the poorest in quality. Apparently an effort is made to compensate for an inferior quality by most extensive advertising. I refer particularly in this to patent medicines of all kinds. In other cases it is certain that the advertised articles are no better than the common table articles, either in nutritive power or in taste, as, for example, the highly advertised cereals are no more nutritious, nor to my taste are they any better, than the simple cereals of olden days, such as corn meal mush, oat meal, cracked wheat, etc., which could be secured at an ordinary stone mill. It would be most interesting, however, to study the matter from your point of view. Of course, I do not know what the baking powder is to which you refer which is just as good as Royal and only a little over one-half the price. The cost of a cream of tartar baking powder is, of course, chiefly that of the cream of tartar. The bicarbonate of soda is a very low price, and the starch filler does not cost very much. Whether or not the cost of making a pound of cream of tartar baking powder is only sixteen cents I do not know, because I do not know the market prices of the ingredients.

J. W. WILEY,
Chief.

Dr. Wiley does just exactly what nine out of ten people do when they come in contact with fraudulent and misleading advertising—he becomes suspicious of all advertising, and ascribes virtues to those manufacturers who follow the negative method of no advertising.

The above letter, as it stands, is, therefore, another effective exhibit in PRINTERS' INK's case against misleading and fraudulent advertising. The facts of common knowledge are that there are far more *advertising* manufacturers who have upheld Dr. Wiley's hands than non-manufacturers. And yet, simply because Dr. Wiley sees so much fraudulent labeling and advertising, he proceeds to class the many good with the few bad!

The moral in this is extremely strong—the reputable advertiser is vitally interested in eradicating all misleading advertising—and so should be the publisher. Co-operation between the two should be productive of gratifying results.

STEADYING THE BED MARKET WITH NEWSPAPER ADVERTISING.

BERNSTEIN COMPANY, PHILADELPHIA, GOING INTO A CAMPAIGN TO OFFSET CHEAP, IMITATIONS AND SECURE STRONGER POSITION WITH DEALERS.

The bed manufacturers seem to be waking up, after an endless period of reliance upon purely trade methods. The magazine campaign of the Barcalo Manu-

BERNSTEIN BEDS
BEST IN THE WORLD


One-third of your daily life is spent storing up energy and vitality.

You can work with more vim, play with more zest if the storing-up time is passed in a Bernstein bed—you'll get complete repose, life-giving sleep.

Don't lose reliance on a rattle-trap arrangement one-third of your life.

Get a Bernstein original three-piece brass or enamel bed—with Bernstein patent lock-on corners—and no other. Absolutely useless. Will last a generation.

Look for the Bernstein Label
Bernstein Manufacturing Co.
Philadelphia



BERNSTEIN BEDS
BEST IN THE WORLD

Short-lived investment of good money if you buy a "bargain-construction" bed. Absolutely false economy.


A Bernstein Brass or a Bernstein Enamel Bed will last as long as you live.

They're not made to "look good" for a month or year—but to give perfect service for a generation, and even longer.

Never rattle. Springs always just taut enough for perfect comfort and refreshing sleep.

Real sanitary bed ever constructed. You want no other kind.

Look for the Bernstein Label
Bernstein Manufacturing Co.
Philadelphia



NEWSPAPER ADS TO SELL BEDS.

facturing Company was described in PRINTERS' INK recently.

The Bernstein Manufacturing Company, of Philadelphia, is just about to start a big newspaper campaign in the East to impress importance of Bernstein bed quality. Bernstein beds are quality beds, and the same care that is put into their manufacture, is to be followed in educating the bed-buyer with the vital features of this all-important piece of household furniture.

Many small mills exist for no other purpose than to supply cheap

beds for "special sales," and as a natural consequence trade conditions in the bed business are cut up pretty well, and it has been driven home pretty hard to manufacturers that they need advertising to steady their business.

It has been found that the Bernstein bed has been closely copied in appearance, with here and there a spindle or husk left off, or a reinforcement rod reduced in thickness or weight and in numerous ways altered to effect a big saving in the cost of production.

This is what the Bernstein people will try to circumvent. The Bernstein Manufacturing Company is one of the very few concerns in the country that actually makes every piece of the several parts that comprise a metal bed—then covers it with one of the most sweeping guarantees ever placed upon a manufactured article.

Another feature about the Bernstein proposition is the policy of maintaining uniform prices. Under no circumstances will a Bernstein bed be cheapened or sold under other than its own name. A short while ago this firm refused what is said to be the biggest bed order ever placed, simply because it would not deviate from the set Bernstein model a trifle to shave the price a matter of a couple of cents. There are very few houses that believe so thoroughly in their product that they will practically default thousands of dollars to maintain a standard.

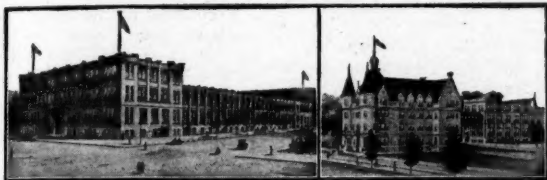
Said Richard A. Foley, who is handling the new campaign: "In addition to this campaign we are going to make a big bid for hotel business. There are six thousand hostels in this country and once each month they shall hear something about the Bernstein bed that will open their eyes."

W. Wallace Waugh, for many years publisher and editor of the *Boston Home Journal*, the *Hotel and Waugh's Blue Book*, died March 4th, at Winchester, Mass.

William R. Buchan, publisher of the *Brocton (Pa.) Times*, has been nominated for Congress by the Republicans of the Fourteenth Massachusetts District.

ADVERTISING

THE MOST COMPLETE COURSE



INSTRUCTION AND ADMINISTRATION BUILDINGS

Every Branch — from Type Sizes to Managing a National Campaign

THE Course of Advertising of the International Correspondence Schools covers more than mere copy writing.

THERE is no phase of advertising which it does not include. This course is the recapitulation of our own successful advertising experience as well as that of the country's most prominent men of advertising in *all its departments*.

THAT is why it so aptly meets every requirement of the advertising student, as well as of the business man who wishes to make his advertising PAY.

THE subjects include **Type, Copy Writing, Follow-Up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing**—everything, in fact, that comes under the head of ADVERTISING—each subject treated in an expert manner by experts in that particular branch.

YOU should learn more about the advertising course as a means of *increasing your income*. Fill in the attached coupon and *mail it to-day*. Doing this entails no expense or obligation. *Send the coupon now.*

International Correspondence Schools Box 1206, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name.....

St. and No.....

City.....State.....

WILL IDEAL COPY MAN BE EVOLUTION OR COMBINATION?

THE "FACILE," THE MATTER OF FACT, THE FROTHY, THE SURFACE, THE EGOTISTICAL WRITERS ALL ARE LIKELY TO MAKE WAY FOR THE WELL-BALANCED COPY MAN—TAKING ALL THINGS INTO COPY-WRITING CONSIDERATION.

By Richard A. Foley.

It is said that Praxiteles in his most beautiful statue embodied the physical charms not of one woman but of more than a score—the arm of one, the hand of another, the foot of still another—that he had one model for the head, another for the torso. No one woman in herself possessed all the attributes of perfection.

If some Praxiteles of advertising were to essay the embodiment of the perfect copy man, in a concrete exposition of mental endowments, were such a thing possible, it is almost certain that he, too, would be constrained to seek the qualities of perfection from material as diversified.

Advertising as an art—or a science—still is in its swaddling clothes, and to find the individual type which gives it full expression is an almost impossible quest.

There is our friend Verbo, for example—a true wonder with a pen that is nothing of not facile. Who can so well impart the picturesque to the printed phrase as he! In so far as cold type can be imbued with warmth he may lay claim to having brought down the true Promethean spark.

But Verbo is essentially a poet—a man of imagination. He should have devoted himself to things more plastic than terms of commerce. To approximate facts is to him a painful subordination of Heaven-sent faculties. To debase his genius into a mere drudgery of data-gathering would be, he feels, debasing.

There is, as a foil, Exacto, the stern and unrelenting. Who so correct and particular as he! Who so determined to seek Truth in her lair and drag her forth

naked and ashamed, without a word of apology!

Exacto is nothing if not a Diogenes, and his lantern rays are never obscured by the interposition of either imagination or expediency. If a "proposition" does not unalterably square with his idea of the fitness of things, there will be no copy forthcoming from him.

According to his light, the advertising page must be photographic, and with no retouching of the negative. The artist may be licensed to impart perspective to the scene or emphasize a feature of it or heighten a color, but Truth, with him, has always the flat surface.

If your enterprise is already a success, or your commercial position impregnable, by all means call upon Exacto. But do not look to him for subtleties.

Let us consider Lightsome.

Here is a fellow of extraordinary mellowness and willingness. He has the ready pen, the enthusiast's acquiescence, the artistic touch and withal some willingness to incorporate certainties into his imaginings. Sure'y he combines the perfect points.

You do not see the faultiness at first or second glance. Indeed, it dawns upon you slowly. But finally—there, you have it! Lightsome has, indeed, a fault—a great fault. He is insincere!

Were he a pianist he would play with his foot constantly upon the loud pedal. He thinks, talks, and writes fortissimo. When he has written you a booklet or a page on a Mexican mine, he has no heights left to ascend when your theme is a million-dollar entity. To him the Fifteen Dollar Suit of Clothes is as noble an epic as the Six Thousand Dollar Automobile. His climaxes come in the first chapter and his finale finds him too hoarse for adequate expression.

Shall we rely upon Surface?

Surface is the Man Who Knows Something About Everything. He has, he will tell you, written copy that has made a trade-mark famous; copy that has filled the stores of merchants

with clamoring buyers. Given a day, and he will write you anything, from a pamphlet to a campaign, on anything, from a cough cure to a steamship.

But, somehow, it will not pay. His screed touches only upon the high spots. It is shotted through with inadequacies. It does not grip. It is not real. It is futile. It fails.

Seek out Perfectus.

There is a man who for true balance and commercial artistry is a tower. He will summon to your aid the great names of the art world, who will visualize your ideals at a price unattainable by the less fortunate seekers for public patronage.

His ideals are high, his methods orderly, his advice final, his position sure. Wherein can he fail?

Only wherein the painter of miniatures might fail to portray on a theatric canvas a scene in broad strokes that would dominate the calcium. He will succeed if art may succeed, but if you

are a beginner art may be too great a luxury, in money, and in a way it has of making haste slowly.

There remains Ego.

His fame has been blazoned widely. He is known to command a large salary for his writing. He is a success. He can surely bring success to you.

Perhaps he may. Again, perhaps, he may not. But it is your fault no less than his if instead of being a blazoned achievement your campaign shall be a forgotten—a kept-in-the-background—failure.

For you will find that Ego has but the one formula, and that your "proposition" must be adjusted to that formula and not his method to your plans. That formula is, in a word, simply the "Personality" of Ego.

He who runs may read this as an argument in favor of the methods involving Praxitelian Conference. Or he may read it as a warning not to expect perfection in an art as yet imperfect.

Vivid Copy

Can't be written—impressive soliciting can't be done when you're mentally and physically fagged.



DRINK

Coca-Cola

It is wholesome and refreshing and relieves mental and bodily fatigue.

5c Everywhere

Whenever you see an Arrow think of Coca-Cola

Book Reviews

"Success in Advertising" is "a series of articles by the greatest living authorities," edited by H. Simonis, advertisement manager of the *Morning Leader*, of London. Among the articles are: "How It Has Created Dominions, Cities, and Industries," by H. Simonis; "The Advertising of Proprietary Articles," by John Morgan Richards; "The Antiquity of Display Advertising," by Sir Thomas R. Dewar; "The Value of Happy Phrases," by C. Vernon Pugh; "The Story of Turog Bread," by A. E. Owen; "The White City of Battle Creek," by Willis H. Post; and twenty-six others. The contributors are practical advertising men, and the subject of advertising is treated from nearly every viewpoint. As a symposium of detached opinions, the book represents the latest word from the English. The illustrations consist of portraits of advertising men of England and of reproductions of newspaper, magazine and poster advertising copy. The London *Morning Leader* are the publishers.

defective in that plates are not etched to a sufficient depth for printing; there is too often a loss of detail and tone. Vol. 15 of the "Process Year Book" is a painstaking review and a careful picturing of the prevailing illustrative practices. It abounds in half-tone and color reproductions, and presents graphic illustrations of new methods like the "Screenless" process. The book is made up of over 200 pages, and of about seventy articles by experts in the various branches of the engraving and printing craft. Some of the subjects treated are: "Photography for Printers," by Frank W. Adams; "A Comparatively New Powder Process," by W. W. Wall; "How to Use the Fixed Screen with the Best Result," by Chas. J. Harris; "Commercial Photo-Ceramics," by W. T. Wilkinson; "The Year's Progress in Process Work," by the Editor. The American publishers for this English work are Tennant & Ward, 122 East Twenty-fifth Street, New York. The price of the volume is \$2.50.

The Twenty-fourth Annual Directory, or the Advertisers' A B C, compiled by the T. B. Browne Advertising Agency, of London, contains over 1,000 pages. It is designed to be of use to "export advertisers," and contains facts about the press of the world, conveniently classified, with special articles on the principal imports, etc., of different nations. The several sections of the book carry headings as follows: Articles on Advertising; British Trade with the Colonies, from the Advertiser's Viewpoint; Facts and Statistics of the Press of the United Kingdom; Detailed Directory of Colonial, Indian, American and Foreign Periodicals. Altogether, it is a comprehensive *vademecum* for the advertiser whose business demands exact knowledge of commercial and advertising conditions of the world. T. B. Browne, Ltd., whose New York address is 7 East Forty-second Street, are willing to express the volume free to any American advertiser contemplating foreign trade.

An interesting prediction of the outcome of the tendencies in illustrative representation is made in "Penrose's Pictorial Annual, the Process Year Book," for 1909-10, edited by William Gamble. Mr. Gamble recalls that copper and steel plate engraving and wood engravings each in turn reached "a zenith of perfection," and gave way to some other process. He sees, not far distant, a decline of the art of process work, due to commercial rivalry. Then will appear a new process which will captivate the public. In his opinion the photo-engraving process of to-day is

The Exporters' Encyclopedia for 1910 (sixth year), just issued, is a book of nearly 800 pages, containing detailed information on shipping routes, customs regulations, etc., for all foreign countries. It should prove of value to manufacturers and others who have export shipments to make, as the information given covers questions that may arise as to routing, marking, documentation, packing and forwarding.

When a manufacturer gets an order for export shipment, he is frequently without instructions how to make it. The Encyclopedia enables him to make a shipment to any foreign country in full security against delays, fines, etc., as it tells him every practical route to every place, whether he can get a through bill of lading, or, if not, which is the nearest port to which a through bill of lading can be obtained. It tells him what customs regulations must be observed, and the exact cost of same, what the transportation companies and foreign governments require as to consular invoices, bills of lading, payment of freight, packing, marking, etc. Published by Exporters' Encyclopedia Company, 80 Broad Street, New York.

A review of advertising conditions in the German field and among periodicals useful to the German advertiser is "Zeitung Katalog," for 1910. It is issued from Hamburg, by Rudolf Mosse. It is made up of over 400 pages. Rates of papers in Germany, Austria, Switzerland and Norway are given, with characteristic German thoroughness. Nearly two-thirds of the book is given up to advertisements of periodicals,

The largest and most prominent national advertisers in this country are using our facilities, both bill-posting and painted displays.

WHY NOT YOU?
BILL POSTING
 AND
PAINTED SIGN DISPLAY
 COVERING GREATER BOSTON

NOT IN THE TRUST

SPRAGUE-NUGENT CO
 PAINTED DISPLAYS
 INDEPENDENT POSTING SERVICE
 16 ASH ST. Boston

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, 35c flat. Why not let us run your ad in the

Lincoln Freie Presse
 LINCOLN, NEB.

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

Celluloid Tipped Guide Cards are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO.
 701-709 Arch St., Philadelphia

WANTED

Experienced

**COPY
 MAN**

By well-known advertising agency in New York City.

Arrange for an interview by addressing (in strict confidence) "A. M. C.," care Printers' Ink.

There are as many different kinds of Copy as there are different minds to think it out. Back of practical Copy must be practical business thoughts. Amateur thoughts produce amateur words.

The man who understands business well enough to get away from set rules and see a business problem from the buyer's side more than from his own is a logical Copy writer.

A group of such men working harmoniously can lift a subject out of the rut and put life and vitality into its presentation.

Examples of practical Copy are so rare that they cause comment as a seven foot man causes comment. The Ethridge Copy Staff produces practical copy. It stands out. It sells goods.

ARTISTS — COPY WRITERS — ENGRAVERS — PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

Madison Square Building, Madison Square, North
(25 East 26th Street)

New York City

Telephones: 7890—7891—7892—7893 Madison Square

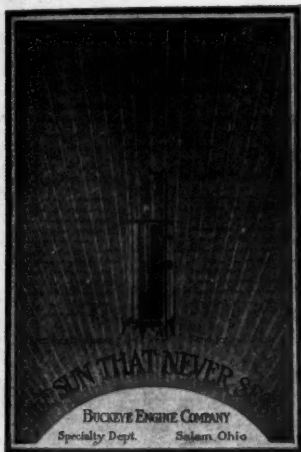
COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

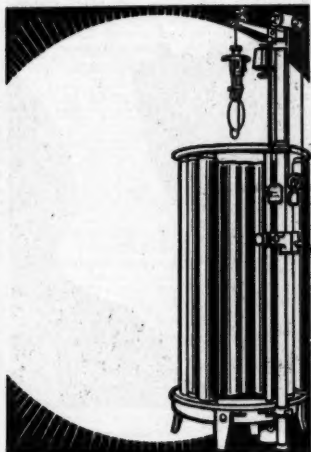
By GEORGE ETHRIDGE

A certain sage brush philosopher once remarked that he couldn't understand how the sun

and at the same time suggests the sun if it is considered necessary to drag that orbit in.



No. 1.



No. 2.

stood for all the queer theories of folks about it, and his cousin Silas up and remarked that the sun didn't bother about folks and besides it didn't stand, it revolved. Whether or not the conversation occurred at Salem, Ohio, we cannot tell, but evidently the Buckeye Engine Company of that flourishing town have their own peculiar ideas about the sun that never sets. Their advertisement (No. 1) fails to throw any light on the subject of blueprints but on the contrary enshrouds it in a dense, gray haze which is hard on the eyes, and harder yet on the details of the machine to which the text refers. It is not difficult to see that illustration No. 2 would be a much more effective method of calling attention to the details of this machine

The Ipswich Hosiery ad reproduced from a quarter-page of the *Saturday Evening Post* is shown



Never Too Late To Mend

WHEELER & COMPANY
The Woolen Shop
100 West 4th St. NEW YORK
Sole U.S. Agents

as a good and effective example of attracting the eye and telling a story at the same time. It completely dominated the page on which it appeared and enhanced the effectiveness of the space by several hundred per cent.

Long before advertising became the intelligent force it is to-day

All the knowledge and skill of good stocking-making for nearly half a century are back of Ipswich Hosiery.

Can you ask any stronger assurance of high quality and long wear? Our reputation is established among the widest and largest circles of the country. They know that our name on hosiery is as good as our bond. It stands long over and solid assurance with every pair. Ask your dealer what he knows about Ipswich Hosiery, then wear in pair and prove them yours.

We use only extra quality cotton, and we are so sure of our quality that we are willing to guarantee our goods for a full year. We are also willing to accept the challenge of any other brand, and we are ready to prove it.

You never get such high quality at so low cost as any other stockings, and never have you worn stockings at any price before that gave you better wear.

12½c to 25c a pair
for men, women, and children.

Look for the Wasp emblem. It is the mark of Ipswich Hosiery. It is on every pair of our stockings. It is a mark of quality and it is a mark of our reputation. It is a mark of our quality and it is a mark of our reputation. It is a mark of our quality and it is a mark of our reputation.

IPSWICH HOSEY
Ipswich Mass.

in a jeweler's paper just as reproduced.

Well! Well! Well! And again, Well! Well! There is a printer and engraver in Hartford, Conn., who has an original turn of mind! Notice his thrilling act of "covering the country" with seven

It's A Simple Matter

For any jobber or contractor to carry phones for practically any battery system if he stocks with the

Connecticut
Metal Type
Interchangeable Telephone

By simply placing jumper wires inside as shown in diagrams which we furnish, it can be arranged for any battery system, or for use in connection with other makes of battery phones.

Bulletin No. 65-W goes into detail. Get it.

Connecticut Telephone & Elec. Co.
28 Richmond Street
MERIDEN, CONN.
15 Years Experience

in commercial affairs, our grandmothers used to fling at us that homely adage, "it is never too late to mend." We agree to it. We quite understand that it is never too late to mend, but what we are puzzled to know just now is what Wendell & Company were expecting to gain when they paid out a goodly sum of money for a

league boots and a straw hat. Let us hope that Mr. Mugford will wake up and advertise in a more intelligent manner that will reflect some credit on the craft.

Another advertiser in the Nutmeg state needs an awakening, judging by the uncanny appearance of this telephone ad. There doubtless is a way to illustrate this telephone appliance that would do justice to the idea without being so suggestive of snakes or elephants' trunks.



full page of a trade journal to show us a picture of an old lady seemingly mending a shirt. What about it? Is there a man, woman or child who can tell what it is supposed to advertise? If PRINTERS' INK wants to start an interesting guessing contest let the editor offer a prize for the solution. All we know is that it appeared

A call has been issued by the Lynchburg, Va., Chamber of Commerce to the commercial bodies of the state, officials of cities and railways, with a view to arriving at some co-operative plan for advertising the general resources of the state and its cities. If sufficient interest is taken a date will be set for a convention to be held.

In its special issue of February 27th, the Terre Haute, Ind., Tribune published 535 columns of advertising, of which 135 columns was automobile publicity.

NEWS NOTES.

The Jones-Morton Company is a new advertising organization in Johnstown, Pa.

Frank Earle Crawford, for ten years past editor of the St. Paul Daily News, died at St. Paul March 7th.

The Lex Advertising Company has been incorporated in New York to do a general advertising business with capital stock amounting to \$3,000.

The Brattleboro, Vt., Phoenix, has passed into the hands of Walter E. Hubbard. Mr. Hubbard will conduct the business under the name of the Vermont Phoenix Company.

A large list of papers, both daily and weekly, are being used by the Wyckoff Advertising Company for the advertising of Lamson & Hubbard, leading Boston batters and furriers. One hundred to 200-inch contracts are made.

Don C. Seitz, business manager of the New York World, and William E. Robertson, president of the Chamber of Commerce and Manufacturers' Club, of Buffalo, spoke at an informal dinner of the Buffalo Ad Club at the Statler Hotel March 4th.

The O'Sullivan Rubber Company, Lowell, Mass., has contracted for large newspaper space in big centers through the Boston office of the J. Walter Thompson Company. A campaign in magazines for a short time in the spring is being contemplated.

S. A. Conover, New England manager of N. W. Ayer & Son, is handling an appropriation for the advertising of the Manning-Bowman Company, silversmiths, Meriden, Conn. A year's campaign is being planned in leading publications of a general character.

This agency is also completing plans for a large national campaign on the advertising of the American Telephone & Telegraph Company. Last year a very large list of general publications was used with full-page copy twelve times, and it is understood that the appropriation will even be larger for the coming season.

Benjamin Lillard, founder of the American Trade Press Association, the New York Drug Club, editor of the first weekly periodical for retail druggists, *The Pharmaceutical Gazette*, and connected with *The Boston Journal of Chemistry*, *New Remedies*, *The Druggists' Circular*, *The Oil, Paint and Drug Reporter*, *The Popular Science News*, *The Practical Druggist*, and *The Pharmaceutical Review of Reviews*, died in New York March 6th.

D. A. MUNRO DEAD.

David Alexander Munro, fifty-nine years old, assistant editor of the *North American Review*, died March 10th. He published *Garden and Forest* from 1887 to 1889, and became general manager of the *North American Review* in 1889, editor in 1890, and assistant editor, under Colonel Harvey, in 1899.

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

WE HAVE PREPARED SUCCESSFUL SHOW-CARDS AND WINDOW NOVELTIES

for Bovril, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gause Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng.
United States Representative
MR. FRANK A. SPRINGER
Room 406, World Building, New York

10,070 Motion Picture Theatres in the United States

T H L

Moving Picture News

reaches all. Bring You Results

An ad. will TRY IT TERMS ON APPLICATION

Cinematograph Pub. Co., 30 W. 13th St., N.Y.

To reach the CATHOLIC GERMANS

of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG., St. Louis, Mo.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING
CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertis-
ing of all kinds placed in every part of the world.



An English-Spanish monthly. Mgr. Fredericks
Int'l Cor. School writes, "have had excellent
results and sold three courses from my ad." L.
MACLEAN BEERS, Publisher, Box 1078,
Havana, Cuba. Sample copy on request.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE producer of results in the Middle West,
where farmers have big money, is *Farm Life*
of Chicago. Address DEPARTMENT P. I. for
sample copy and rates.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
180,000 copies per day.

AD WRITERS

CRACK copy, plan and follow-up man solicits
your work at lowest rates. Test me without
cost. Let me *show you*. Send full facts, litera-
ture, with statement of matter desired, whether
improved copy or a new selling plan. Box
"W. L.," Printers' Ink.

BILLPOSTING

FRED PEEL, official representative, THE
ASSOCIATED BILLPOSTERS OF UNITED
STATES AND CANADA, Times Building, New
York City. Send for estimates.

BUSINESS OPPORTUNITIES

I DON'T know all about ANYTHING—don't
even suspect myself of it and cannot now re-
call anyone who actually does; I do, however,
know somewhat of quite a lot of things, and
always carry a line of exceedingly robust sur-
mises which, when sprayed with FACT, take on
a distinct ADVERTISING value. I make cata-
logues, price lists, circulars, etc., rarely undig-
nified, seldom dull, and not infrequently highly
profitable to their distributors. Possibly I might
be helpful to YOU if you make or sell anything
extra good. FRANCIS I. MAULE, 401 San-
som Street, Philadelphia.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafay-
ette St., New York, makers of half-tone
color, line plates. Prompt and careful service.
Illustrating. TELEPHONE: 1664 SPRING.

PERFECT copper half-tones, 1 col. \$1; larger
10c. per in. THE YOUNGSTOWN ARC
ENGRAVING CO. Youngstown Ohio.

DESIGNS AND ENGRAVINGS in one or
more colors for catalogues. Advertising dis-
plays, Hangers, Booklets, or other Commercial
needs. GATCHEL & MANNING (Est. 1880)
Philadelphia.

FOR SALE

CALIFORNIA NEWSPAPERS FOR SALE.
We have twenty-one paying newspaper prop-
erties in California listed with us for sale, ac-
count illness or changes. Prices, \$1,000 to \$20,
000. Investigate these. If we do not happen
to have listed what you want we can probably get
it. Outline what you wish, amount to be invest-
ed, and we will submit specific properties.
JAMES & WALKER, 1235 Call Building, San
Francisco.

HELP WANTED

WANTED—AN ADV. WRITER. Good
position waiting for the right man. State
experience and salary expected. Hurry up.
FRANK DUNOVER ADVERTISING
AGENCY, Utica, N. Y.

PRINTERS WANTED—We have good posi-
tions open for competent ad. and job composi-
tors, linotype operators, make-up men, cylinder
and job pressmen. Free registration and special
terms offered. Established 1898. No branch
offices. **FERNALD'S NEWSPAPER MEN'S**
EXCHANGE, Springfield, Mass.

MISCELLANEOUS WANTS

WANTED. To buy second-hand Caps Bros., Kansas City, printing press for two-color work. Address, "G. R. M.," care of Printers' Ink publishing Co.

WANTED. A new or a second-hand rotary printing press with two type and two bed cylinders. Diameter of cylinders from 9 inches to 9 1/2 inches. Length of cylinders not less than 22 inches. For printing and rewinding roll paper. Address, "G. R. M.," care of Printers' Ink Publishing Co.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

I HAVE HAD TEN YEARS EXPERIENCE in advertising and selling. I believe in advertising. Can give good value in sales or advertising department. Unquestionable references. "A. H. K.," care of Printers' Ink.

ADVERTISING BUSINESS GETTER — High-class with general knowledge Pub. business, and unusual versatility as executive, Ad-writer, and technical writer, will consider change. Address, "Box C.," care Printers' Ink.

ADVERTISING MANAGER or Assistant Advertising Manager. Position wanted. Knowledge—advertising, copy-writing, printing, engraving, designing, catalogue, booklet work, mail order, progressive, original ideas, some years experience. "J. K.," Printers' Ink, Boston, Mass.

A MAN, age 33, who has taken a course in Advertisement Writing, and written ads for a large Department Store, would like position as assistant to the advertising manager of a good reliable house. Address, "H. A.," 3235 W. 22d Avenue, Denver, Colorado.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through **PRINTERS' INK**. A dozen prominent advertisers want high-priced advertising managers now—read their ads in **PRINTERS' INK**. Every live advertising man who wants another position makes his wants known through **PRINTERS' INK**.

If you want a position or want to employ an advertising man, try a **PRINTERS' INK** Classified ad.

Bound Volumes of Printers' Ink for 1910

THE information contained in a year's issues of **PRINTERS' INK** is a mine of valuable data for reference, and is well worth keeping. For this reason we will have a limited number of sets for 1910 made up—13 copies to a volume—durably and handsomely bound in board and cloth, with gold lettering.

Send us your order now, before the supply is exhausted. The set of four sent prepaid to any address upon receipt of \$8.00.

Printers' Ink Pub. Co.
12 West 31st Street, New York

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, *Journal*, dy. Aver. 1909, 10,170
The afternoon home newspaper of its city.

ARIZONA

Phoenix, *Republican*. Daily aver. of, 6,661,
Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, *Post*, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,086.

33- This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, *Morning Telegram*, daily average for Jan., 1910, sworn, 12,272. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, *Journal*, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, *Morning Record and Republican*. Daily aver. 1907, 7,769; 1908, 7,729; 1909, 7,729.

New Haven, *Evening Register*, daily. Aver. for 1909 (sworn) 17,109 copies daily; Sunday, 12,229. Largest and best circulation in New Haven.

New Haven, *Union*. Average year, 1909, 16,847. E. Katz, Special Agent, N. Y.

New London, *Day*, ev'g. Average for 1909, 6,736. Sells more papers than houses in city.

Norwalk, *Evening Hour*. Average circulation exceeds 3,800. Sworn statement furnished.

Waterbury, *Republican*. Average for 1909, Daily, 6,661; Sunday, 7,051.

Waterbury, *Herald*, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average for 1909, 38,966 (© ©).

FLORIDA

Jacksonville, *Metropolis*. 14,414 copies each issue. E. Katz, Special Agent, N. Y.

Jacksonville, *Times-Union*. Average 12 mos. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, *Daily Republican* entitled to Roll of Honor distinction. Need more be said?

Champaign, *News*. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, *Broadway Gazette*, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, *Dental Review*, monthly. Actual average for 1908, 4,897; for 1909, 4,328.



Chicago Examiner, average 1909, Sunday 604,618, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1909, daily net paid, 129,176; Sunday net paid, 193,831. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,328.

Peoria, Evening Star. Circulation for 1909, 20,874.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,123.

INDIANA

Evansville, Journal-News. Average, 18,123. Sundays over 19,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. John A. Murray, Rep., 154 Nassau St., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 3,877; weekly, 3,641.

South Bend, Tribune. Sworn average Dec. 1909, 10,043. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,190. "All paid in advance."

Davenport, Times. Daily av. Feb., '10, 17,087. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, 12,884; Sunday, 14,731.

Washington, Eva. Journal. Only daily in county. 2,000 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,670; 1908, 4,826. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av., 1908, 7,194. Sunday, 8,265. Week day, 7,006. Com. rates with Gazette.

Lexington, Leader. Average for 1909, evening, 5,456, Sunday 6,309. E. Katz.

Louisville, The Times, evening daily, average for 1908 net paid 49,940.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, 1,294,458.

Augusta, Kennebec Journal, daily average 1909, 9,169. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Phillips, Maine Woods and Mains Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, Evening Express. Average for 1909, daily 10,219. Sunday Telegram, 10,505.

MARYLAND

Baltimore, American. Daily average for 1909, 76,976; Sunday, 98,438. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 23,418. For Feb., 1910, 21,094.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, 180,278; Gain, 3,981

Sunday
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,325,279 lines
Gain, 1909, 445,579 lines

3,604,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,683.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,523; 1908, 16,536; 1909, 16,538. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST February

AVERAGES, FEB., 1910

The Sunday Post
260,971

Gain of 19,357 Copies
Per Sunday over Feb., 1909

The Daily Post
287,734

Gain of 34,792 Copies
Per Day over Feb., 1909

Salem, *Evening News*. Actual daily average for 1909, 18,674.

Worcester, *Gazette*, evening. Average year, 16,778; Largest evening circulation.

Worcester, *L'Opinion Publique*, daily (☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*, Aver. Feb., 1910, daily 10,887, Sunday 11,786. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1909, 14,279. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1909, 21,326; Jan., 1910, 21,632.

MINNESOTA

Duluth, *Evening Herald*. Daily average 23,095. Largest by thousands.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,887.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 64,455 A.A.A.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121



by Printers' Ink Publishing Company



Minneapolis, *Journal*, Daily and Sunday (☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,398. Daily average circulation for Feb., 1910, evening only, 76,800. Average Sunday circulation for Feb., 1910, 81,461. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening. Daily circulation for 1909, 1,109; January, 1910, 1,332.

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 143,208 for year ending Dec. 31, 1909.

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1909, 143,004.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,986.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Yearly average, 1907, 20,270; 1908, 21,326; 1909, 19,062.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 82,905.

Buffalo, *Courier*, morn. Average, Sunday, 86,787, daily, 46,284; *Enquirer*, evening, 26,006.

Buffalo, *Evening News*. Daily average for 1907, 94,943; 1908, 94,083; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 5,636.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,713. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, year ending Dec. 25, 1909, 10,684.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 235,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 6,941; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 360,503. Evening, 399,569. Sunday, 460,985.

Poughkeepsie, Star, evening. Daily average for year ending Dec. 31, 1909, 8,013.

Schenectady, Gazette, daily. A. N. Liecty. Actual average for 1909, 17,470.

Schenectady, Star. Av. 11,265 last half 1909. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,468; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, 3,883.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 10,117.

NORTH CAROLINA

Charlotte, News. Aver. 1907, 5,593; 1908, 5,780; 1909, 7,346. Growing some.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1909, 84,165, Feb., 1910, 78,761 daily; Sunday, 111,504.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, Journal. Actual average, 21,217.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. '09, 439,487.

Youngstown, Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, 6,489; for 1908, 6,689. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 30,909 copies each issue. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, 29,270. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

Portland, The Oregonian, (©©) February average circulation. Sundays, 54,082; Daily, 48,517. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. 21,634 copies each issue. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average Feb., 1910, 16,776. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for 12 mos., 1909, 12,467. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for FEBRUARY, 1910

287,963

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, 6,826.

Philadelphia, Confectioners' Journal, mo. Average 1908, 5,517; 1909, 5,522 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia. *The Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, \$5,054; the Sunday *Press*, 163,995.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,843. Feb., '10, 12,394.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 18,860. In its 36th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1909, 20,015.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,033—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (☉). Sunday, 23,126 (☉). *Evening Bulletin*, 48,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,297.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 1909, 8,811.



Columbia. *State*. Actual average for twelve months, 1909, daily (☉) 14,434, Sunday (☉) 14,909.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year: '06, 21,406; for 1907, 22,206; for 1908, 22,504.

TEXAS

El Paso. *Herald*, 1909 average, 9,680. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,124. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1909, 3,758; Feb., 1910, 3,923. Largest circulation. Only evening paper.

WASHINGTON

Seattle. *The Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,266 daily, 34,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,758,054 lines.

Tacoma. *Ledger*. Average 1908, daily, 12,791. Sunday, 23,739.

Tacoma. *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville. *Gazette*. Daily average, Feb., 1910, daily, 8,352; semi-weekly, 1,791.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 9,909.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 27,123 (☉). The great Home Paper of Wisconsin.



Milwaukee. *The Journal*, eve., Ind. daily. Daily average for 12 mos., 29,847: for Feb., 1910, 28,871; daily gain over Feb., 1909, 2,879. Nearly 60% of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. Feb., 1910, circulation, 4,991. Examined A. A. A.



Racine, Wis. Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,000. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.



Wyoming. *Tribune*. Actual net average year, 1909, daily, 8,128; semi-weekly, 4,994.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Feb. '09, 17,121; Feb., '10, 19,303; daily average for '09, 15,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,590; daily Jan., 1910, 41,921; weekly 1909, 27,080; Jan., 1910, 28,698.

Winnipeg. *Der Nordwesten*. Canada's National German weekly. Av. 1909, 12,122. Rates 55c. in.

Winnipeg. *Telegram*, dy. av. Jan., '10, 30,941, (Saturday av., 38,000). *Farmers' Weekly*, same period, 20,400.

QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1908, daily 99,329, weekly 46,928.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West. "NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.
Only Sunday Paper in Indianapolis.

The Indianapolis Star

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged—daily or Sunday.



by Printers' Ink Pub. Co.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Feb., 1910, amounted to 179,844 lines; the number of individual ads published were 22,452. Eight cents per agate line charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,306 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,909. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,230—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1909, 36,966 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1905, 15,866.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,698 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO). Minneapolis, Minn., \$1 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Av., circulation over 17,000 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*.' —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The *New York Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (OO) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (OO) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (OO), is backed by 64 years of square dealing.

Business Going Out

E. P. Remington, New York, is asking for rates for the Lyons Mfg. Company, of Brooklyn, (Mexican Mustang Liniment.)

The American Tobacco Company is placing 1,000 lines in Southern papers, through Frank Seaman, Inc., New York. This same agency is sending 10,000-line contracts to Western papers for Yawman & Erbe.

The Leach Chemical Company, Cincinnati, through C. L. Doty, is using 5,000 lines in the West.

The Chicago office of the J. Walter Thompson Company is making contracts with Western papers for 2,000 lines. Business is for the C., B. & Q. Railroad.

The D. D. D. Company, Chicago, through Gundlach, of the same city, is sending out contracts for 5,000 lines a year, for three years.

Pacific Coast and Southwestern papers are receiving 7,000-line contracts for the Cramer-Krasselt Company, of Milwaukee, for the Pabst Brewing Company.

The Collin Armstrong Adv. Company, New York, is sending out orders to upper New York state Sunday papers and weeklies for the Dr. Coughlin Coughless Cough Drops.

Sherman & Bryan, Inc., New York, are placing 5,000 lines in Pacific Coast papers for Alfred Benjamin & Co.

The Numally Candy Company, through N. W. Ayer & Son, is sending out orders to Southern papers for five inches, 156 times.

The Geo. Batten Company, New York, is using 7,000 lines in the Southwest for the F. M. Hoyt Shoe Company.

The Siegfried Company, of New York, is using out of town papers for American Temperance Life Insurance Association and the Crudol Company, and is handling the magazine copy for Bigelow & Co., bankers. This agency reports among new clients Pan Pacific Coast Company, of Los Angeles; Disken & Co., Brooklyn, real estate, and the Perfect Keyless Lock Company, of New York.

Sherman & Bryan, Inc., New York, are now placing in the larger cities throughout America ten-inch double-column advertisements for Strouse & Brothers, of Baltimore, makers of "High Art Clothes."

The Jackson (Miss.) Loan & Trust Company is using fourteen lines, fifteen times, in the South, through the Crockett Agency, of New Orleans.

The advertising of the Bouvier Specialty Company, Louisville, Ky., manufacturers of Bouvier Buchu Gin, will hereafter be placed exclusively by the Leven-Nichols Advertising Company, Chicago-New York.

The W. E. Long Company, Chicago, is using 7,000 lines in the West through the Mahin Adv. Company, of the same city.

The Beacon Shoe Company is placing orders in Southwestern papers for 7,500 lines.

The Volkman Agency, New York, is handling the campaign of the Aldine Laboratories. Orders are now going out for the Goat Lymph Tablets, in a space of twenty lines, 156 times.

The P. B. Bromfield Adv. Agency is placing the entire appropriation of the Empress Curtain Mills Company, Boston, Mass.

ST. LOUIS-KANSAS CITY NOTES.

The Gardner Advertising Company, St. Louis, will begin a campaign for the advertising of Fownes Gloves in March. An extensive campaign, embracing the metropolitan dailies in the large cities all over the country, will be launched, and orders for 118-line display copy to appear in Sunday editions are now going out.

H. W. Kastor & Sons, Chicago and St. Louis, have begun a campaign in a list of small dailies published in Illinois, advertising "Cuticlay." Display copy of various sizes, including full March issues.

D'Arcy Advertising Company, St. Louis, has inaugurated an extensive campaign in daily newspapers in the South, for the Waples-Platter Grocery Company, Dallas, Texas, exploiting "White Swan" canned goods. Display copy of various sizes including full pages, is being used.

The Mexican Colonization Company, Kansas City, Mo., is conducting a campaign in a large list of metropolitan dailies published in the Middle West. Copy and orders for full-page advertisements are being sent out through the Kansas City office of H. W. Kastor & Sons. Sunday editions are being used.

The Brown Cracker & Candy Company, Dallas, Texas, is using Southern dailies to advertise its line of package cracker goods. The D'Arcy Advertising Company, St. Louis, who are handling the advertising, are placing orders for a spring campaign. Large display copy of various sizes is being used.

H. W. Kastor & Sons, Chicago and St. Louis, are sending out orders for the Davis Soap Company, Chicago, to a big list of mail-order publications, advertising for agents. Small display copy is being used.

The Paris Lighting System, St. Louis, is using a list of agricultural papers in the Middle West. Orders and copy for sixty lines display are being placed through Lord & Thomas, Chicago.

The D'Arcy Advertising Company, St. Louis, is preparing to launch an extensive advertising campaign for the Independent Breweries, St. Louis, in the city, and in towns in Missouri and Illinois. "Alpen Brau" beer is to be exploited widely through large copy in the newspapers published in these states.

Renewal orders for the advertising of the Benjamin Air Rifle Manufacturing Company, St. Louis, are being sent out by H. W. Kastor & Sons' St. Louis office, to magazines and weeklies. Small display copy is being used.

The American Pure Food Company, St. Louis, advertising mail-order whisky, has begun a campaign in a large list of dailies and weeklies of dailies published in the Middle West and South. Orders and copy for 180 lines display are going out through H. W. Kastor & Sons' St. Louis office. Sunday editions of the dailies are being used.

H. W. Kastor & Sons' St. Louis office is sending out renewal orders to a large list of Southern dailies and weeklies for the American Supply Company, same city, advertising mail-order whiskies. 100-line display copy is being used.

BOSTON ITEMS.

Mr. Arthur B. Hitchcock, of the Walter C. Lewis Agency, is handling an appropriation for the advertising of Whittemore's Shoe Polishes. Women's publications and leading general mediums are used.

Smith & Anthony, manufacturers of Hub Ranges, are contemplating a campaign in New England papers and are asking for rates. The advertising is placed by the F. F. Shumway Company.

The advertising fraternity of Boston has suffered a severe loss in the death of Arthur I. Nash, advertising manager of the Wm. Underwood Company. To Mr. Nash was largely due the credit for making Underwood's Deviled Hams a national product.

The advertising of the J. A. & W. Bird Company is to be handled and a campaign mapped out by the Oxford Print, of Boston. The products exploited are Rex Flint-kote Roofing and Zolium.

Horace S. Crowell, real estate dealer, is using four-inch copy in general mediums carrying real estate departments, in addition to using the local newspapers.

Contracts have gone out to nearly all New England daily newspapers for the advertising of the Boston Automobile Show. The account is handled by Walter L. Weeden, Worcester, Mass.

Additional contracts covering eight months' advertising have been placed by the Boston office of the George Batten Company for the B. F. Sturtevant Company, Hyde Park, Mass. This office is also placing contracts in leading general publications for the advertising of E. L. Rowe & Sons, manufacturers of the Gloucester Hammock.

ST. PAUL NOTES.

Gordon & Ferguson, St. Paul, are using dailies of the Northwest three times a week with four-inch copy.

The McKibbin hat is appearing in dailies three times a week, single column. Copy was prepared by the Corning Agency.

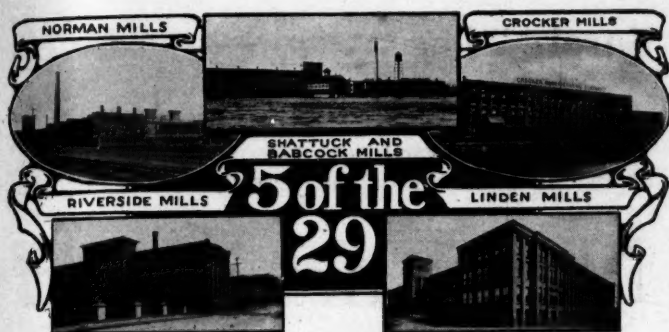
Matt Johnson, medicines, is using four-inch space four times a week in the dailies of Minnesota cities.

The Luce Land Company, St. Paul, is using a big list of farm papers with two-inch copy, placed by the Corning Agency.

Magazines circulating among people who camp are receiving Gordon & Ferguson ads for tents. It is placed by the Corning Agency.

The Great Northern Railway has begun a series of six-inch double column ads in dailies of the Middle West, booming Montana land. Washington, North Dakota and Minnesota will be pushed in the same manner in coming ads. This business is put out through Lord & Thomas, Chicago.

The Corning Agency has placed the following: Modern Specialist Company, national weeklies, advertising bust of Governor Johnson; W. W. Grant Company, Hang Hi garment rack, national weeklies, and Herz Manufacturing Company, alcohol flat iron, national weeklies.



Each one of the twenty-nine mills of the American Writing Paper Company stands for the best that can be produced in its particular field of endeavor. The experience of the greatest brains of the paper industry for a period of over fifty years, the enormous purchasing power of raw products and the capacity for infinite growth in new and modern methods, have gone hand in hand to make the *desire* for the *best—the materialised best*, in every instance.

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*Largest Manufacturers of Writing, Book and Cover, and other Papers for Business Purposes.
29 Mills.*

Surely "The World Does Move"

In February (which, by the way, is recognized as one of the dull months of the year in advertising) the

New York World

in accordance with its habit, beat every other paper, leading its nearest competitor, the Herald, by 124,704 lines (nearly 56 pages), and beating its own record of February, 1909, by 95,365 lines (over 42 pages).

Here are the figures in agate lines, as compiled by the Statistical Bureau of the New York Evening Post:

	February, 1910	February, 1909	
World	881,276	785,911	Gain 95,365
Herald	756,572	757,931	Loss 1,059
World's Lead	124,704		
WORLD'S January Lead	81,597		
WORLD'S Increased Lead	43,107	(And still the good work goes on)	

Advertisements in the week-day morning edition of the World are accepted with the distinct guarantee that they will receive at least

100,000 More Circulation

than in any other morning newspaper in America.